RECOMMENDED ACTION: Adopt Planning Commission Resolution No. 20-21 (Attachment 1) determining the project is categorically exempt from the California Environmental Quality Act (CEQA), and approving Master Sign Program (MSP) No. 19-001 for the Malibu Lumber Yard, including Minor Modification (MM) No. 20-003 to allow for a new monument sign measuring seven feet and six inches in height where six feet in height is allowed, and MM No. 20-004 to allow for a three foot separation between signs where a six-foot separation is required at an existing commercial shopping center located in the Commercial Visitor-Serving-One (CV-1) zoning district at 3939 Cross Creek Road (City of Malibu).

DISCUSSION: This agenda report provides a project overview, a summary of the surrounding land uses and project setting, description of the proposed project, staff’s analysis of the proposed project’s consistency with Malibu Municipal Code (MMC) provisions, and environmental review pursuant to CEQA. The analysis and findings contained herein demonstrate the proposed project is consistent with MMC.
Project Overview

The 14.76-acre subject parcel is developed with three commercial buildings totaling 37,041 square feet, and a parking lot that serves the entire center. The Malibu Lumber Yard shopping center contains a mix of commercial businesses serving the general public, such as retail stores, offices, and restaurants. The subject application requests for a new master sign program to replace MSP No. 08-001 (Attachment 2).

Figure 1 - Proposed Monument Sign Along Cross Creek Road

The center is currently under construction for cosmetic changes under Administrative Plan Review (APR) No. 19-022 and various tenant improvement approvals. The new MSP will enhance the look of the overall center by reducing the number of signs previously approved while enhancing tenant visibility and wayfinding (Attachment 3 – Project Plans). There are three types of signs proposed in this MSP: freestanding monument sign, tenant signs, and non-illuminated interior courtyard and blade signs. The existing nonconforming pole sign (Figure 2) will be removed. These are illustrated in the figures that follow.

Figure 2: Existing Pole Sign to be removed
Typically, the review of an MSP is completed and approved by the Planning Director; however, MMC Section 17.52.080 allows for minor modifications to the regulations to be approved by the Planning Commission. The subject application includes two minor modification requests, so the MSP has been referred to the Commission for consideration.

Freestanding Monument Sign

The project proposes a new monument that will replace the existing pole mounted monument sign that is located on PCH. The purpose of the new sign is to identify the Malibu Lumber Yard and tenants not visible from the street. The new monument sign would be constructed at a height of seven feet and six inches. The MMC allows for retail complexes to install a monument sign that has a maximum of 48 square feet of sign area and is a maximum of six feet in height. The applicant is requesting a minor modification to increase the height of the monument sign by 30 percent as outlined in MMC Section 17.52.080(C). Approval of the minor modification will allow for the height of the monument size to be increased while still meeting the maximum 48 square feet of sign area. See Figure 3.

Figure 3 - Proposed Monument Sign

The proposed monument sign will be located in a new 118 square foot landscaped area that was previously a required parking stall. To account for the one parking stall that will be converted to a landscaped area, a new parking stall will be created by the conversion of an existing landscaped area into a new parking stall. The project will not result in the loss of required parking or landscaped area, just a swap of location. This swap in landscaping and parking stall relocation will be completed under a separate APR to be submitted upon the approval of this MSP.

The approval of the MM for the monument sign height will help address challenges that result from the configuration of the center. The increase in height allows for the center to have an adequately sized wayfinding sign since the center has frontages along Cross Creek Road and Pacific Coast Highway with tenant spaces facing towards an interior courtyard not visible from either thoroughfare. With the removal of the non-conforming pole sign along PCH, the larger monument sign on Cross Creek Road would serve as a
replacement. The monument sign will feature illuminated tenant ID signs. The MMC does not specify any restrictions on the number of tenant signs on the monument sign nor a combination of the center name and tenants. The City’s Dark Sky ordinance does not address sign lighting.

Tenant Signs and Blade Signs

Figure 4 - Proposed Tenant Signs

Figure 5 - Proposed Blade Signs

Figure 6 - Proposed Upper Floor ID Signs

The MSP proposes illuminated and non-illuminated tenant signs. The illuminated tenant signs are located along the frontage on PCH and Cross Creek Road and are attached to the same building where the tenants are located. Non-illuminated signs will be in the interior courtyard of the center. Blade signs, which are part of the existing MSP, are configured perpendicular to the storefronts and help pedestrians locate particular tenants as they are immediately in front of tenant spaces.

The existing blade signs were permitted due to visibility issues experienced while walking on the upper floor terraces and attempting to locate businesses on that level. The Planning Director at the time, determined that the use of blade signs provided visibility from any
point of the terrace. Traditionally mounted signs can be shielded from view depending on one’s location while standing on the terrace. To create a uniform signage style as required by code, blade signs were also permitted on the lower level as well.

To increase visitor wayfinding, upper floor business identification signs are also proposed. These signs will help visitors easily determine if a tenant is located on the upper level without having to go up the stairs.

The signage that is located on the building façade that faces PCH (South) will be realigned to provide a cleaner look to the exterior of the building. A minor modification is proposed for the illuminated tenant signs that will face PCH so that the signs can be located less than six feet from each other. The MMC states that signs located on the building shall be located no less than six feet from any other sign unless approved by the Planning Commission. The applicant’s proposal groups the signage together in one area rather than spread horizontally across the face of the south building façade. The resulting design will minimize the look of the signage.

The discussion and analysis demonstrate the project, as proposed and conditioned is consistent with the MMC, inclusive of the requested minor modifications. Once the MSP is approved, the applicant will pull individual sign permits for the individual signs, consistent with the MSP.

**Surrounding Land Uses and Project Setting**

As shown in Figure 1, the subject property is located at 3939 Cross Creek Road in the Civic Center area. The property is bounded by Webb Way on the west, Pacific Coast Highway (PCH) on the south, Cross Creek Road to the east, and a developed commercial property and a portion of Legacy Park to the north within the CV-1 zoning district. The property is accessible from Cross Creek Road and PCH.

Properties in the immediate area are classified as a combination of general and visitor serving uses. Single-family land uses are located considerably north and east of the project site.
Figure 8 – Parcel and Area of Work

Source: Connect Explorer 2020
### Table 1 – Surrounding Land Uses

<table>
<thead>
<tr>
<th>Direction</th>
<th>Address</th>
<th>Lot Size</th>
<th>Zoning</th>
<th>Land Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>3835 Cross Creek Rd.</td>
<td>2.63 acres</td>
<td>CV-1</td>
<td>Shopping Center</td>
</tr>
<tr>
<td></td>
<td>APN 4458-020-902</td>
<td>4.89 acres</td>
<td>CV-1</td>
<td>Public Park</td>
</tr>
<tr>
<td></td>
<td>23789 Stuart Ranch Rd.</td>
<td>9.65 acres</td>
<td>CC</td>
<td>Vacant Lot</td>
</tr>
<tr>
<td>East</td>
<td>3900 Cross Creek Rd.</td>
<td>0.82 acres</td>
<td>CV-1</td>
<td>Shopping Center</td>
</tr>
<tr>
<td></td>
<td>23405 PCH</td>
<td>0.24 acres</td>
<td>CV-1</td>
<td>Office</td>
</tr>
<tr>
<td>South</td>
<td>23554 PCH</td>
<td>2.96 acres</td>
<td>SFM</td>
<td>Golf Course</td>
</tr>
<tr>
<td></td>
<td>23614 PCH</td>
<td>0.54 acres</td>
<td>CG</td>
<td>Vacant Lot</td>
</tr>
<tr>
<td></td>
<td>23670 PCH</td>
<td>1.72 acres</td>
<td>CG</td>
<td>Filling station/offices</td>
</tr>
<tr>
<td>West</td>
<td>APN 4458-020-901</td>
<td>0.28 acres</td>
<td>CV-1</td>
<td>Vacant Lot</td>
</tr>
<tr>
<td></td>
<td>APN 4458-020-904</td>
<td>1.11 acres</td>
<td>CG</td>
<td>Vacant Lot</td>
</tr>
</tbody>
</table>

Source: City GIS

### Project Description

The proposed scope of work is as follows:

a. New master sign program for the Malibu Lumber Yard Center;

b. Construction of a new seven foot, six-inch-tall monument sign (with tenants listed);

c. Discretionary Requests:

i. MM No. 20-003 for a 20 percent increase in monument sign height to seven feet and six inches tall from the six-foot-tall maximum;

ii. MM No. 20-004 to allow a reduction for the minimum distance between signs from the required six-foot separation.

### Coastal Development Permit Exemption

The proposed project is exempt from the requirement to obtain a coastal development permit (CDP). LCP Local Implementation Plan (LIP) Section 13.4 provides a coastal development permit exemption for certain projects which do not involve a risk of adverse environmental impact. Specifically, the proposed project is consistent with LIP Section 13.4.3, “Other Improvements.” Additionally, the proposed development is not listed among the classes of development in LIP Section 13.4.1(B) for which a coastal development permit exemption does not apply.

### MMC Consistency Analysis (MMC Title 17)

The proposed development has been reviewed for conformance with the development and design standards requirements of MMC Title 17. The proposed project was also reviewed by the Planning Department and City Public Works Department and was determined to be consistent with all applicable City goals and policies (Attachment 4 – Department Review Sheet).
Table 2 provides a summary of the lot dimensions and lot area of the subject parcel.

<table>
<thead>
<tr>
<th>Table 2 – Total Property Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot Depth</td>
</tr>
<tr>
<td>Lot Width</td>
</tr>
<tr>
<td>Gross and Net Lot Area</td>
</tr>
</tbody>
</table>

*Net Lot Area = Gross Lot Area minus the area of access easements and 1 to 1 slopes.

Table 3 provides a summary of non-beachfront commercial development standards and demonstrates that the proposed monument sign and MSP, as conditioned, conforms to the property development and design standards of MMC Chapters 17.40, 17.52 and 17.60, inclusive of the requested minor modifications.

<table>
<thead>
<tr>
<th>Table 3 – Zoning Conformance for Monument Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Requirement</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>SETBACKS (ft.) – From Public Right of Way</td>
</tr>
<tr>
<td>Front Yard</td>
</tr>
<tr>
<td>Rear Yard</td>
</tr>
<tr>
<td>Side Yard</td>
</tr>
<tr>
<td>PARKING SPACES (entire center)</td>
</tr>
<tr>
<td>Shopping Center: 5/1,000 Sq. Ft.</td>
</tr>
<tr>
<td>HEIGHT (ft.)</td>
</tr>
<tr>
<td>Monument Sign</td>
</tr>
<tr>
<td>NON-EXEMPT GRADING (cu. yd.)</td>
</tr>
<tr>
<td>CONSTRUCTION ON SLOPES</td>
</tr>
</tbody>
</table>

Parking

The Malibu Lumber Yard was approved with 116 parking stalls and the project will not result in a decrease in the number of parking spaces. The proposed monument sign will be located in a new 118 square foot landscaped area that will replace an existing parking stall along Cross Creek Road. To offsite the loss of one parking space, 118 square feet of another parking lot planter will be removed to create a parking space. With this swap, the total number of parking spaces will not change as a result of the proposed project. Furthermore, the total amount of landscaping for the property will also not change with this proposal.
B. Minor Modification request from MMC Section 17.52.080(C) for regulations relating to the size, height, number and location of new or existing signs.

Pursuant to MMC Section 17.52.080(C) the Planning Commission may approve minor modifications to the regulations relating to the size, height, number and location of new or existing signs after a public hearing in those cases where an applicant is faced with exceptional circumstances related to the type or location of its business, or is trying to achieve a special design. Notwithstanding the foregoing, the size or height entitlement of a sign shall not be increased by more than thirty (30) percent. Here, a minor modification is requested to allow for an increase in the monument sign height. The resulting increase in monument sign height will allow for a larger sign area for the business complex while maintaining an overall sign area less than the 48 square feet as permitted by the MMC. Approval of the minor modification would allow for the Malibu Lumber Yard to have a monument sign that is large enough to be seen from a distance but not as large as existing nonconforming monument signs in adjacent commercial properties. This will provide an opportunity for the center to have a wayfinding sign to aid in identifying tenants within the center since most tenants face towards an interior courtyard not visible from PCH or Cross Creek Road. An existing, non-conforming pole sign along PCH will also be removed. In return, having a larger monument sign will ultimately provide visitors easy access to tenants otherwise hidden from the two main thoroughfares. MMC Section 17.52.080 requires that the City make three findings in consideration and approval of minor modifications of the sign code. The required findings for MM No. 20-003 are made as follows:

Finding 1. The sign is or will be integrated into the architecture of the building:

The proposed master sign program and monument sign are designed to maintain the overall modern architectural style of the entire property. The proposed monument sign will not adversely impact the design and architecture of the existing commercial center as materials that is currently being used in the concurrent APR for cosmetic changes will also be conveyed with the monument sign design.

Finding 2. The sign is or will not be detrimental to surrounding uses or properties or the community in general:

The Planning Department and the City’s Public Works Department have reviewed the project, and with the incorporation of the conditions set forth by these departments, the project will not be detrimental or injurious to the property or public interest, safety, health, or welfare in that the proposal is consistent with the current site and surrounding retail centers. The monument sign is set back five feet from the public right of way to prevent any line of sight issues when entering or exiting the area.
Finding 3. The approval of such modification is consistent with the purposes of the proposed General Plan and this chapter:

The existing shopping center was approved in 2007 with uses that conform to current zoning requirements. Most of the neighboring commercial properties on the 3800 block of Cross Creek Road were constructed prior to the City’s incorporation, maintaining numerous non-conforming characteristics including signage. With the exception of the height, the proposed monument sign conforms to the MMC and will be in conformance to the General Plan as it is located in a commercial use center. Therefore, granting of this minor modification will not constitute a special privilege to the property owner.

C. Minor Modification request from MMC Section 17.52.080(C) for regulations relating to the size, height, number and location of new or existing signs.

Pursuant to MMC Section 17.52.080(C) the Planning Commission may approve minor modifications to the regulations relating to the size, height, number and location of new or existing signs after a public hearing in those cases where an applicant is faced with exceptional circumstances related to the type or location of its business, or is trying to achieve a special design. A minor modification is requested to allow for signs to be located adjacent to each other with less than the required six feet separation. This MM applies to the illuminated tenant signs facing PCH, interior non-illuminated sign in proximity to blade signs, and second floor business identification signs. The resulting decrease in separation will allow for the complex to maintain the number of signs that was previously approved for the site as well as to create a unified storefront appearance across the entire complex. This will also assist visitors by not having to rely on viewing signs from one direction. MMC Section 17.52.080 requires that the City make three findings in consideration and approval of minor modifications. Based on the foregoing evidence contained within the record, the required findings for MM No. 20-004 are made as follows:

Finding 1. The sign is or will be integrated into the architecture of the building:

The proposed master sign program will be designed to maintain the overall modern architectural design of the entire property. The applicant has requested the decrease in sign separation to allow for the proposed signs to be integrated into the architecture of the building in areas that are void of windows. Not only will this result in aesthetic benefits, it will also allow for the reduction of the number of signs that is currently approved. The proposed sign plan will allow the center to have more space to create architectural features such as intricate woodwork on the façade along Pacific Coast Highway.
Finding 2. The sign is or will not be detrimental to surrounding uses or properties or the community in general:

The Planning Department and the City's Public Works Department have reviewed the project, and with the incorporation of the conditions set forth by these departments, the project will not be detrimental or injurious to the property or public interest, safety, health, or welfare in that the proposal is consistent with the current site and surrounding retail centers. While the spacing is reduced, the modified plan includes fewer signs which ultimately results in less visual clutter.

Finding 3. The approval of such modification is consistent with the purposes of the proposed General Plan and this chapter:

The existing shopping center was approved in 2007 with uses that conform to current zoning requirements. Most of the neighboring commercial properties on the 3800 block of Cross Creek Road were also originally constructed prior to the City's incorporation and maintain numerous non-conforming characteristics. This proposal to reduce the minimum sign separation is consistent with the General Plan as it does not cause the retail center to change use and stray away from the commercial use. Therefore, granting of this minor modification will not constitute a special privilege to the property owner.

ENVIRONMENTAL REVIEW: Pursuant to the authority and criteria contained in CEQA, the Planning Director has analyzed the proposed project. The Planning Director found that this project is listed among the classes of projects that have been determined not to have a significant adverse effect on the environment. Therefore, the proposed project is categorically exempt from the provisions of CEQA pursuant to Section 15301(e) – Existing Facilities. The Planning Director has further determined that none of the six exceptions to the use of a categorical exemption apply to this project (CEQA Guidelines Section 15300.2).

CORRESPONDENCE: As of the date of this report, the City has not received any public correspondence pertaining to this project.

PUBLIC NOTICE: On January 23, 2020, staff published a Notice of Public Hearing in a newspaper of general circulation within the City of Malibu and mailed the notice to all property owners and occupants within a 500-foot radius of the subject property (Attachment 5).

SUMMARY: The required findings can be made that the proposed project complies with the LCP and MMC. Further, the Planning Department's findings of fact are supported by substantial evidence in the record. Based on the analysis contained in this report and the accompanying resolution, staff recommends approval of this project, subject to the conditions of approval contained in Section 5 (Conditions of Approval) of Planning Commission Resolution No. 20–21. The proposed project has been reviewed and
conditionally approved for conformance with the LCP by Planning Department staff and appropriate City and County departments.

ATTACHMENTS:

1. Planning Commission Resolution No. 20–21
2. Previously Approved MSP No. 08-001
3. Project Plans
4. Department Review Sheet
5. Public Hearing Notice
CITY OF MALIBU PLANNING COMMISSION
RESOLUTION NO. 20-21

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MALIBU, DETERMINING THE PROJECT IS CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT, AND APPROVING MASTER SIGN PROGRAM NO. 19-001 FOR THE MALIBU LUMBER YARD, INCLUDING MINOR MODIFICATION NO. 20-003 TO ALLOW FOR A SEVEN FOOT AND SIX INCH TALL MONUMENT SIGN WHERE A SIX FOOT TALL SIGN IS REQUIRED, AND MINOR MODIFICATION NO. 20-004 TO ALLOW FOR SIGNS TO BE LOCATED LESS THAN SIX FEET FROM OTHER SIGNS WHERE A SIX FOOT SEPARATION IS REQUIRED AT AN EXISTING COMMERCIAL SHOPPING CENTER LOCATED IN THE COMMERCIAL VISITOR-SERVING-ONE ZONING DISTRICT AT 3939 CROSS CREEK ROAD (WPG MALIBU LLC)

The Planning Commission of the City of Malibu does hereby find, order and resolve as follows:

SECTION 1. Recitals.

A. On July 16, 2019, an application for Master Sign Program (MSP) No. 19-001, Minor Modification (MM) No. 20-003 to allow construction of a new monument sign measuring seven feet and six inches in height where six feet in height is allowed, and MM No. 20-004 to allow for signs to be located less than the required six foot separation was submitted to the Planning Department by WPG Malibu, LLC. The application was routed to the City Public Works Department for review.

B. January 15, 2020, Planning Department staff deemed the MSP application complete for processing.

C. On January 23, 2020, a Notice of Planning Commission Public Hearing was published in a newspaper of general circulation within the City of Malibu and was mailed to all property owners and occupants within a 500-foot radius of the subject property.

D. On February 18, 2020, the Planning Commission held a duly noticed public hearing on the subject application, reviewed and considered the staff report, reviewed and considered written reports, public testimony, and other information in the record.

SECTION 2. Environmental Review.

Pursuant to the authority and criteria contained in the California Environmental Quality Act (CEQA), the Planning Commission has analyzed the proposed project. The Planning Commission found that this project is listed among the classes of projects that have been determined not to have a significant adverse effect on the environment. Therefore, the project is categorically exempt from the provisions of CEQA pursuant to Sections 15301(e) – Existing Facilities. The Planning Commission has further determined that none of the six exceptions to the use of a categorical exemption apply to this project (CEQA Guidelines Section 15300.2).
SECTION 3. Findings of Fact.

Based on substantial evidence contained within the record and pursuant to Malibu Municipal Code (MMC) Title 17, the Planning Commission adopts the analysis in the agenda report, incorporated herein, and the findings of fact below for MSP No. 19-001, MM No. 20-003 and MM No. 20-004 for a new master sign program for the Malibu Lumber Yard retail center, including MM No. 20-003 to allow for a monument sign measuring seven feet and six inches in height where six feet in height is allowed and MM No. 20-004 to allow for a three foot separation between signs where a six foot separation is required, in the CV-1 zoning district located at 3939 Cross Creek Road. The required findings for approval of MSP No. 19-001, MM No. 20-003 and MM No. 20-004 are made herein.

A. Master Sign Program (Title 17)

The project has been reviewed for conformance with the MMC by the Planning Department and City Public Works Department. The proposed project, as conditioned, is consistent with the zoning, grading, cultural resources, and Title 17 requirements of the MMC and meets all applicable commercial development standards of the Commercial Visitor-Serving-One (CV-1) zoning district.

B. Minor Modification request from MMC Section 17.52.080(C) for regulations relating to the size, height, number and location of new or existing signs.

Pursuant to MMC Section 17.52.080(C) the Planning Commission may approve minor modifications to the regulations relating to the size, height, number and location of new or existing signs after a public hearing in those cases where an applicant is faced with exceptional circumstances related to the type or location of its business, or is trying to achieve a special design. Notwithstanding the foregoing, the size or height entitlement of a sign shall not be increased by more than thirty (30) percent. Here, a minor modification is requested to allow for an increase in the monument sign height. The resulting increase in monument sign height will allow for a larger sign area for the business complex while maintaining an overall sign area less than the 48 square feet as permitted by the MMC. Approval of the minor modification would allow for the Malibu Lumber Yard to have a monument sign that is large enough to be seen from a distance but not as large as existing nonconforming monument signs in adjacent commercial properties. This will provide an opportunity for the center to have a wayfinding sign to aid in identifying tenants within the center since most tenants face towards an interior courtyard not visible from PCH or Cross Creek Road. An existing, non-conforming pole sign along PCH will also be removed. In return, having a larger monument sign will ultimately provide visitors easy access to tenants otherwise hidden from the two main thoroughfares. MMC Section 17.52.080 requires that the City make three findings in consideration and approval of minor modifications of the sign code. The required findings for MM No. 20-003 are made as follows:

Finding 1. The sign is or will be integrated into the architecture of the building:

The proposed master sign program and monument sign are designed to maintain the overall modern architectural style of the entire property. The proposed monument sign will not adversely impact the design and architecture of the existing commercial center as materials that is currently being used in the concurrent APR for cosmetic changes will also be conveyed with the monument sign design.
Finding 2. The sign is or will not be detrimental to surrounding uses or properties or the community in general:

The Planning Department and the City's Public Works Department have reviewed the project, and with the incorporation of the conditions set forth by these departments, the project will not be detrimental or injurious to the property or public interest, safety, health, or welfare in that the proposal is consistent with the current site and surrounding retail centers. The monument sign is set back five feet from the public right of way to prevent any line of sight issues when entering or exiting the area.

Finding 3. The approval of such modification is consistent with the purposes of the proposed general plan and this chapter:

The existing shopping center was approved in 2007 with uses that conform to current zoning requirements. Most of the neighboring commercial properties on the 3800 block of Cross Creek Road were constructed prior to the City's incorporation, maintaining numerous non-conforming characteristics including signage. With the exception of the height, the proposed monument sign conforms to the MMC and will be in conformance to the General Plan as it is located in a commercial use center. Therefore, granting of this minor modification will not constitute a special privilege to the property owner.

C. Minor Modification request from MMC Section 17.52.080(C) for regulations relating to the size, height, number and location of new or existing signs.

Pursuant to MMC Section 17.52.080(C) the Planning Commission may approve minor modifications to the regulations relating to the size, height, number and location of new or existing signs after a public hearing in those cases where an applicant is faced with exceptional circumstances related to the type or location of its business, or is trying to achieve a special design. A minor modification is requested to allow for signs to be located adjacent to each other with less than the required six feet separation. This MM applies to the illuminated tenant signs facing PCH, interior non-illuminated sign in proximity to blade signs, and second floor business identification signs. The resulting decrease in separation will allow for the complex to maintain the number of signs that was previously approved for the site as well as to create a unified storefront appearance across the entire complex. This will also assist visitors by not having to rely on viewing signs from one direction. MMC Section 17.52.080 requires that the City make three findings in consideration and approval of minor modifications. Based on the foregoing evidence contained within the record, the required findings for MM No. 20-004 are made as follows:

Finding 1. The sign is or will be integrated into the architecture of the building:

The proposed master sign program will be designed to maintain the overall modern architectural design of the entire property. The applicant has requested the decrease in sign separation to allow for the proposed signs to be integrated into the architecture of the building in areas that are void of windows. Not only will this result in aesthetic benefits, it will also allow for the reduction of the number of signs that is currently approved. The proposed sign plan will allow the center to have more space to create architectural features such as intricate woodwork on the façade along Pacific Coast Highway.
Finding 2. The sign is or will not be detrimental to surrounding uses or properties or the community in general:

The Planning Department and the City’s Public Works Department have reviewed the project, and with the incorporation of the conditions set forth by these departments, the project will not be detrimental or injurious to the property or public interest, safety, health, or welfare in that the proposal is consistent with the current site and surrounding retail centers. While the spacing is reduced, the modified plan includes fewer signs which ultimately results in less visual clutter.

Finding 3. The approval of such modification is consistent with the purposes of the proposed general plan and this chapter:

The existing shopping center was approved in 2007 with uses that conform to current zoning requirements. Most of the neighboring commercial properties on the 3800 block of Cross Creek Road were also originally constructed prior to the City’s incorporation and maintain numerous non-conforming characteristics. This proposal to reduce the minimum sign separation is consistent with the general plan as it does not cause the retail center to change use and stray away from the commercial use. Therefore, granting of this minor modification will not constitute a special privilege to the property owner.


Based on the foregoing findings and evidence contained within the record, the Planning Commission hereby approves MSP No. 19-001, MM No. 20-003, and MM No. 20-004, subject to the following conditions.

SECTION 5. Conditions of Approval.

1. The property owners, and their successors in interest, shall indemnify and defend the City of Malibu and its officers, employees and agents from and against all liability and costs relating to the City’s actions concerning this project, including (without limitation) any award of litigation expenses in favor of any person or entity who seeks to challenge the validity of any of the City’s actions or decisions in connection with this project. The City shall have the sole right to choose its counsel and property owners shall reimburse the City’s expenses incurred in its defense of any lawsuit challenging the City’s actions concerning this project.

2. Approval of this application is to allow for the project described herein. The scope of work approved includes:

   a. New master sign program for the Malibu Lumber Yard Center;
   b. Construction of a new monument sign (seven feet and six inches in height);
   c. Discretionary Requests:
      i. MM No. 20-003 for a 20 percent increase in monument sign height to seven feet and six inches tall from the six-foot-tall maximum with tenants listed;
      ii. MM No. 20-004 to allow a reduction for the minimum distance between signs to three feet from the required six-foot separation.
3. The permit and rights conferred in this approval shall not be effective until the property owner signs and returns the **Acceptance of Conditions Affidavit** accepting the conditions set forth herein. The applicant shall file this form with the Planning Department within 30 days of this decision and/or prior to issuance of any development permits.

4. The applicant shall submit three (3) complete sets of plans to the Planning Department for consistency review and approval prior to plan check and again prior to the issuance of any building or development permits.

5. This resolution, signed Acceptance of Conditions Affidavit and all Department Review Sheets attached to the February 18, 2020 Planning Commission agenda report for this project shall be copied in their entirety and placed directly onto a separate plan sheet behind the cover sheet of the development plans submitted to the City of Malibu Environmental Sustainability Department for plan check.

6. The Notice of Decision (including the signed and notarized Acceptance of Conditions Affidavit and all Departmental Review Sheets) shall be copied in its entirety and placed directly onto a separate plan sheet(s) to be included in the development plans prior to submitting for a building permit from the City of Malibu Environmental Sustainability Department.

7. The applicant shall submit three complete sets of plans, including the items requested in Condition No. 4, to the Planning Department for consistency review and approval prior plan check submittal and again prior to the issuance of any development permits.

8. The Planning Director may grant up to four one-year extensions of the expiration of an administrative plan review approval, if the Planning Director finds that the conditions, including but not limited to changes in the zoning ordinance, under which the administrative plan review approval was issued have not significantly changed.

9. Except as specifically changed by conditions of approval, the proposed development shall be constructed in substantial conformance with the plans date-stamped **January 16, 2020** and on file with the Planning Department. In the event the project plans conflict with any condition of approval, the condition shall control.

10. The Planning Director is authorized to make minor changes to the approved plans or any of the conditions if such modifications shall achieve substantially the same results, as would strict compliance with said plans and conditions.

11. Prior to construction, the applicant shall receive Planning Department approval for compliance with conditions of approval.
Cultural Resources

12. In the event that potentially important cultural resources are found in the course of geologic testing or during construction, work shall immediately cease until a qualified archaeologist can provide an evaluation of the nature and significance of the resources and until the Planning Director can review this information. Thereafter, the procedures contained in LIP Chapter 11 and those in MMC Section 17.54.040(D)(4)(b) shall be followed.

13. If human bone is discovered, the procedures described in Section 7050.5 of the California Health and Safety Code shall be followed. These require notification of the coroner. If the coroner determines that the remains are those of a Native American, the applicant shall notify the Native American Heritage Commission by phone within 24 hours. Following notification of the Native American Heritage Commission, the procedures described in Section 5097.94 and Section 5097.98 of the California Public Resources Code shall be followed.

Colors and Materials

14. The project is visible from scenic roads or public viewing areas and shall incorporate colors and materials that are compatible with the surrounding landscape.

   a. Acceptable colors shall be limited to colors compatible with the surrounding environment (earth tones) including shades of green, brown and gray, with no white or light shades and no bright tones. Colors shall be reviewed and approved by the Planning Director and clearly indicated on the building plans.

   b. The use of highly reflective materials shall be prohibited except for solar energy panels or cells, which shall be placed to minimize significant adverse impacts to public views to the maximum extent feasible.

Public Works

15. A Local Storm Water Pollution Prevention Plan shall be provided prior to the issuance of the Grading/Building permits for the project. This plan shall include an Erosion and Sediment Control Plan (ESCP) that includes, but not limited to:

<table>
<thead>
<tr>
<th>Erosion Controls</th>
<th>Scheduling</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Preservation of Existing Vegetation</td>
</tr>
<tr>
<td>Sediment Controls</td>
<td>Silt Fence</td>
</tr>
<tr>
<td></td>
<td>Sand Bag Barrier</td>
</tr>
<tr>
<td></td>
<td>Stabilized Construction Entrance</td>
</tr>
<tr>
<td>Non-Storm Water Management</td>
<td>Water Conservation Practices</td>
</tr>
<tr>
<td></td>
<td>Dewatering Operations</td>
</tr>
<tr>
<td>Waste Management</td>
<td>Material Delivery and Storage</td>
</tr>
<tr>
<td></td>
<td>Stockpile Management</td>
</tr>
<tr>
<td></td>
<td>Spill Prevention and Control</td>
</tr>
<tr>
<td></td>
<td>Solid Waste Management</td>
</tr>
<tr>
<td></td>
<td>Concrete Waste Management</td>
</tr>
<tr>
<td></td>
<td>Sanitary/Septic Waste Management</td>
</tr>
</tbody>
</table>
All Best Management Practices (BMP) shall be in accordance to the latest version of the California Stormwater Quality Association (CASQA) BMP Handbook. Designated areas for the storage of construction materials, solid waste management, and portable toilets must not disrupt drainage patterns or subject the material to erosion by site runoff.

16. The developer’s consulting engineer shall sign the final plans prior to the issuance of permits.

17. Prior to the commencement of work, the applicant shall submit a copy of their Construction Management Plan. The Construction Management Plan shall include a dedicated parking location for construction workers, not within the public right of way.

Construction

18. The applicant/property owner shall contract with a City approved hauler to facilitate the recycling of all recoverable/recyclable material. Recoverable material shall include but shall not be limited to asphalt, dirt and earthen material, lumber, concrete, glass, metals, and drywall.

19. Prior to issuance of a building/demolition permit, an Affidavit and Certification to implement a Waste Reduction and Recycling Plan (WRRP) shall be signed by the Owner or Contractor and submitted to the Environmental Sustainability Department. The WRRP shall indicate the agreement of the applicant to divert at least 50 percent of all construction generated by the project.

20. Prior to final building inspection, the applicant shall provide the Environmental Sustainability Department with a WRRP Final Summary Report. The Final Summary Report shall designate all materials that were landfilled or recycled, broken down by material types. The Environmental Sustainability Department shall approve the Final Summary Report.

21. Construction hours shall be limited to Monday through Friday from 7:00 a.m. to 7:00 p.m. and Saturdays from 8:00 a.m. to 5:00 p.m. No construction activities shall be permitted on Sundays or City-designated holidays.

22. Construction management techniques, including minimizing the amount of equipment used simultaneously and increasing the distance between emission sources, shall be employed as feasible and appropriate. All trucks leaving the construction site shall adhere to the California Vehicle Code. In addition, construction vehicles shall be covered when necessary; and their tires will be rinsed off prior to leaving the property.

Site Specific Condition

23. The project must obtain an Administrative Plan Review (APR) for the proposed demolition and landscape.
Prior to Final Sign-Off

24. The applicant shall request a final Planning Department inspection prior to final inspection by the City of Malibu Environmental and Sustainability Department. A final approval shall not be issued until the Planning Department has determined that the project complies with this MSP.

25. Any construction trailer, storage equipment or similar temporary equipment not permitted as part of the approved scope of work shall be removed prior to final inspection and approval, and if applicable, the issuance of the certificate of occupancy.

Fixed Conditions

26. This master sign program shall run with the land and bind all future owners of the property.

27. Violation of any of the conditions of this approval may be cause for revocation of this permit and termination of all rights granted there under.

SECTION 6. The Planning Commission shall certify the adoption of this resolution.

PASSED, APPROVED AND ADOPTED this 18th day of February 2020.

JEFFREY JENNINGS, Planning Commission Chair

ATTEST:

KATHLEEN STECKO, Recording Secretary

LOCAL APPEAL - A decision of the Planning Commission may be appealed to the City Council by an aggrieved person by written statement setting forth the grounds for appeal. An appeal shall be filed with the City Clerk within 10 days and shall be accompanied by an appeal form and proper appeal fee. The appellant shall pay fees as specified in the Council adopted fee resolution in effect at the time of the appeal. Appeal forms may be found online at www.malibucity.org, in person at City Hall or by calling (310) 456-2489 extension 245.
I CERTIFY THAT THE FOREGOING RESOLUTION NO. 20–21 was passed and adopted by the Planning Commission of the City of Malibu at the regular meeting held on the 18th day of February 2020 by the following vote:

AYES: 
NOES: 
ABSTAIN: 
ABSENT: 

KATHLEEN STECKO, Recording Secretary
<table>
<thead>
<tr>
<th>Building &amp; Suite</th>
<th>TOTAL MAXIMUM Sign Area for Primary and Secondary Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 100</td>
<td>70 Square Feet</td>
</tr>
<tr>
<td>B 100</td>
<td>21 Square Feet</td>
</tr>
<tr>
<td>B 110</td>
<td>36 Square Feet</td>
</tr>
<tr>
<td>C 100</td>
<td>22 Square Feet</td>
</tr>
<tr>
<td>C 110</td>
<td>50 Square Feet</td>
</tr>
<tr>
<td>C 120</td>
<td>20 Square Feet</td>
</tr>
<tr>
<td>D 100</td>
<td>30 Square Feet</td>
</tr>
<tr>
<td>D 110</td>
<td>39 Square Feet</td>
</tr>
<tr>
<td>D 120</td>
<td>24 Square Feet</td>
</tr>
<tr>
<td>D 130</td>
<td>25 Square Feet</td>
</tr>
<tr>
<td>D 140</td>
<td>20 Square Feet</td>
</tr>
<tr>
<td>D 150</td>
<td>30 Square Feet</td>
</tr>
<tr>
<td>D 160</td>
<td>44 Square Feet</td>
</tr>
<tr>
<td>E 100</td>
<td>70 Square Feet</td>
</tr>
<tr>
<td>D 200 (2nd Floor)</td>
<td>50 Square Feet</td>
</tr>
<tr>
<td>D 210 (2nd Floor)</td>
<td>18 Square Feet</td>
</tr>
<tr>
<td>D 220 (2nd Floor)</td>
<td>24 Square Feet</td>
</tr>
<tr>
<td>D 230 (2nd Floor)</td>
<td>29 Square Feet</td>
</tr>
<tr>
<td>D 240 (2nd Floor)</td>
<td>21 Square Feet</td>
</tr>
<tr>
<td>D 250 (2nd Floor)</td>
<td>29 Square Feet</td>
</tr>
<tr>
<td>D 260 (2nd Floor)</td>
<td>33 Square Feet</td>
</tr>
</tbody>
</table>

Total sign area per suite, was determined by the linear store frontage.

- **Primary sign:** as indicated on sheets 2 and 3:
  - Permitted to illuminate.
  - Vertical dimensions are not to exceed horizontal dimensions (excluding established corporate logo)

- **Secondary sign:** as indicated on sheets 2 and 3:
  - A secondary sign is not permitted to illuminate.
  - Vertical dimensions are not to exceed horizontal dimensions (excluding established corporate logo)

- **Blade Signs:** as indicated on sheets 2 and 3:
  - One blade sign is permitted per entry to each tenant suite (maximum of 2)
  - And shall be a uniform size of 36" x 12" (length x height).
  - The blade sign area is excluded from the total maximum sign area.

- **Permitted Colors:**
  - White/Black/Brown/Green (excluding corporate logos).

- **Mounting Method:**
  - Hanging or Wall mounted.
- Represents approximate location of primary sign; permitted to illuminate
- Represents approximate location of secondary sign; not permitted to illuminate
- Represents approximate location of blade signs; not permitted to illuminate

*Signs advertising uses on the first floor must be located below the second floor diaphragm.
Sign Permit 08-022
3939 Cross Creek Road
MALIBU LUMBER YARD MASTER SIGN PLAN

APPROVAL OF SIGN PERMIT NO. 08-022

The Planning Manager has APPROVED the project subject to the following conditions listed below.

Conditions of Approval

The proposed project is approved subject to the conditions listed below:

Standard Conditions

1. The applicants and property owners, and their successors in interest, shall indemnify and defend the City of Malibu and its officers, employees and agents from and against all liability and costs relating to the City's actions concerning this project, including (without limitation) any award of litigation expenses in favor of any person or entity who seeks to challenge the validity of any of the City's actions or decisions in connection with this project. The City shall have the sole right to choose its counsel and property owners shall reimburse the City's expenses incurred in its defense of any lawsuit challenging the City's actions concerning this project.

2. The permit and rights conferred in this approval shall not be effective until the Property Manager signs, and returns the Acceptance of Conditions Affidavit accepting the conditions set forth below.

3. Prior to installation, the applicant shall receive Planning Division approval for compliance with conditions of approval.

4. The Planning Manager is authorized to make minor changes to the approved plans or any of the conditions if such modifications shall achieve substantially the same results, as would strict compliance with said plans and conditions.

5. Except as specifically changed by conditions of approval, the sign installation shall be in substantial conformance with the plans stamped and on file with the Planning Division. In the event the project plans conflict with any condition of approval, the condition shall control.

6. Violation of any of the conditions of this approval shall be cause for revocation and termination of all rights there under.
ACCEPTANCE OF CONDITIONS AFFIDAVIT

The undersigned property owner(s) acknowledges receipt of the City of Malibu Planning Division's decision of approval and agrees to abide by all terms and conditions thereof. Sign Permit No. 08-022 dated April 14, 2009 for the Master Sign Plan located 3939 Cross Creek. The permit and rights conferred in this approval shall not be effective until the Property Manager signs and returns this affidavit to the City of Malibu Planning.

Date: 4/14/09

Signature of Property Manager: [Signature]

Print Property Manager's Name: Leanna McGill

Page 2 of 2
OVERVIEW

Pursuant to the 2017 Agreement with the City, Malibu Lumber Yard will be making interior and exterior refinements and enhancements to Malibu Lumber Yard in 2019. The Agreement further provides for the renovation of all exterior Malibu Lumber Yard signage, including along the PCH-facing façade, tenant names along the new exterior wall, and along Cross Creek Road, the installation of a new monument sign with tenant sign panels.

BENEFITS OF THE PROPOSED ENHANCEMENTS

The proposed signage supports the importance of signs for the Malibu Lumber Yard and its tenants, while being compatible with the character and environment, and preserving and enhancing, the unique character and visual appearance of the City.

Additional benefits:

- consolidates signage
- reduces clutter
- integrates signage into the architecture creating more visual interest
- reduces the overall permitted sign area at Malibu Lumber Yard
- improved overall signage aesthetics
- improved visibility for tenants
MINOR MODIFICATION REQUEST

Monument (reference pg.18 & 19)
Need to increase size of Monument to allow for proper tenant viability while providing and clean and integrated design that fits within the surrounding architecture.

Requires a minor modification pursuant to Code Section 17.52.080.C from Code Section 17.52.070.A.5 to permit the monument sign to be a maximum of 7 feet, 6 inches high and 4 feet, 8 inches wide with an overall sign area of 34 square feet
• a 30 percent increase in the maximum height of 6 feet provided in the Code for a total height of 7'6"
• Overall sign area is less than the 48 square feet permitted by the Code

Malibu Lumber Yard -ID (reference pg.17)
Requires a minor modification pursuant to Code Section 17.52.080.C from Code Section 17.52.070.A.2.a to permit the signs to be located closer than six feet. To allow for Tenant names to be placed in a row to clean up the facade to eliminate the random position on each specific tenant frontage

Non Illuminated Interior Courtyard and Blade Signage (reference pg.23)
Requires a minor modification pursuant to Section 17.52.080.C from Code Section 17.52.070.A.2.a for the interior courtyard wall signs be located closer than six feet from the blade signs. Blade sign and Tenant ID to be placed closer than 6' apart to aid viability in small open areas and recesses.

GENERAL

Will be integrated into the architecture of the building by integrating shared materials and character.

Will not be detrimental to surrounding uses or properties or the community in general as signs are mostly internal facing and minimal illumination is applied.

Approval of such modification is consistent with the purposes of the proposed general plan and this chapter as it meets the benefits per signage code intent.
EXISTING CONDITIONS
APPROVED SIGNS - GROUND LEVEL (PER SIGN PERMIT No. 08-022)

CROSS CREEK ROAD

SCALE 1/32" = 1'-0"

SIGNAGE LOCATIONS

- Tenant ID Signage
- Blade Signs
- Existing Installed Signage
- Existing Pole Sign

* Signage locations as approved under sign permit # 08-022, April 14, 2009
APPROVED SIGNS - UPPER LEVEL (PER SIGN PERMIT No. 08-022)

*Signage locations as approved under sign permit #08-022, April 14, 2009

SCALE 1/32" = 1'-0"
PROPOSED ENHANCEMENTS
PROPOSED ENHANCEMENTS - GROUND LEVEL

- Tenant ID Signage
- Proposed Blade Signs
- Proposed Monument ID
- Proposed Second Story Identification
- Existing Installed Signage
- Existing Pole Sign Removed

Remove 118 sf of (c) landscape for relocation; provide new curb and paving for new parking spaces.

13' turn radii at centerline, does not impact (c) parking circulation and to be compliant with Malibu Parking Standards.

Relocated 118 sf of (c) planting and landscape material as noted above. See page 18 for additional information.
PROPOSED ENHANCEMENTS - EXISTING CONTEXT PROPOSED SIGNS

- Distance and location between blade sign and tenant sign may vary at each tenant. All blade sign locations estimated to be closer than 6'-0".

Refer to Square Footage Table for total signage area allowance per tenant.

Tenant ID Signage
(Sign area not to exceed proposed SF per table on page 23.)

Blade Signs

Building A-100 - Exterior Streetscape - Cross Creak road

Building A-100 - Interior
CROSS CREEK ROAD

A: Distance and location between blade sign and tenant sign may vary at each tenant. All blade sign locations estimated to be closer than 6'-0".

Rater to Square Footage Table for total signage area allowance per tenant.

All Interior Courtyard signage to be Non-Illuminated with exception of the second story identification sign at stair, see pg 24.

PROPOSED ENHANCEMENTS -EXISTING CONTEXT PROPOSED SIGNS

Building B-100 - Exterior East - Parking Lot

Building B-110 - Exterior East - Parking Lot

Building B-110 - Exterior East - Parking Lot / Cross Creek RD

Building B-100 - Exterior East - Interior

Building B-110 - Exterior East - Interior

Tenant ID Signage
(Sign area not to exceed proposed SF per table on page 23.)

Blade Signs

"A. Distance and location between blade sign and tenant sign may vary at each tenant. All blade sign locations estimated to be closer than 6'-0".

Refer to Square Footage Table for total signage area allowance per tenant.

- All Interior Courtyard signage to be Non-Illuminated with exception of the second story identification sign at stair, see pg 24."
PROPOSED ENHANCEMENTS - EXISTING CONTEXT PROPOSED SIGNS

“A: Distance and location between blade sign and tenant sign may vary at each tenant. All blade sign locations estimated to be closer than 6'-0'.

Refer to Square Footage Table for total signage area allowance per tenant.

- All Interior Courtyard signage to be Non-Illuminated with exception of the second story identification sign at stair; see pg.24

Tenant ID Signage (Sign area not to exceed proposed SF per table on page 23.)

Blade Signs

Building C-100, 110, 120 - Exterior East

NO PROPOSED SIGNAGE ON THIS ELEVATION

Building C-120 - Interior East

Building C-110 - Interior East

Building C-100 - Interior East

If Building C is used by on tenant total signage SQFT will be limited to 50 SQFT
PROPOSED ENHANCEMENTS - EXISTING CONTEXT PROPOSED SIGNS

- Tenant ID Signage (Sign area not to exceed proposed SF per table on page 22.)
- Blade Signs

Building D-100 - North Interior
Building D-110 - North Interior
Building D-120 - North Interior
Building D-130 - North Interior

Building D-140 - West Interior
Building D-150 - West Interior
Building D-160 - West Interior

Building E-100 - North Interior

Distance and location between blade sign and tenant sign may vary at each tenant. All blade sign locations estimated to be closer than 6'-0". Refer to Square Footage Table for total signage area allowance per tenant.

- All Exterior Courtyard signage to be Non-Illuminated with exception of the second story identification sign at stair. See pg.24.

Refer to page 15.
PROPOSED ENHANCEMENTS - UPPER LEVEL

- Tenant ID Signage
- Proposed Blade Signs
- Proposed Monument ID
- Proposed Second Story Wayfinding

SCALE 1/32" = 1'-0"
PROPOSED ENHANCEMENTS - EXISTING CONTEXT PROPOSED SIGNS

Building D-200 - North Interior
Building D-210 - North Interior
Building D-220 - North Interior
Building D-230 - North Interior

Tenant ID Signage
(Sign area not to exceed proposed SF per table on page 22.)

Blade Signs

“A: Distance and location between blade sign and tenant sign may vary at each tenant. All blade sign locations estimated to be closer than 6’-0’.
Refer to Square Footage Table for total signage area allowance per tenant.
All Interior Courtyard signage to be Non-Illuminated with exception of the second story identification sign at stair. See pg. 24.

If Building D is used by on tenant total signage SQFT will be limited to 50 SQFT.
Pursuant to the 2017 Agreement, the proposed enhancements along the PCH-facing façade include tenant names along the new exterior wall.

Existing PCH-Facing Façade

Proposed PCH-Facing Façade

Pole sign to be removed as part of the sign enhancements.
Malibu Lumber Yard - ID
Site ID Area 23 s.f. (1.4 high x 23 in lengths)
- One 35 square foot illuminated identification sign
- Permitted pursuant to Code Section 17.52.070.A.2. a as a secondary sign to advertise the Malibu Lumber Yard along the PCH facing facade
- Requires a minor modification pursuant to Code Section 17.52.080.C from Code Section 17.52.070.A.2. a to permit the sign to be illuminated

PCH Business Identification Signs
Site ID Area 23 s.f. (1.4 high x potential 23 in lengths)
- Five up to 23 square foot illuminated business identification signs
- Permitted pursuant to Code Section 17.52.070.A.2. as an illuminated primary sign for each separate business integrated into the design of the building
- No sign shall exceed 23 square feet, nor exceed 1 square foot per each linear foot of business frontage

Require a minor modification pursuant to Code Section 17.52.080.C from Code Section 17.52.070.A.2. a to permit the signs to be located closer than six feet.
Pursuant to the 2017 Agreement, MLY proposes a monument sign with tenant panels on Cross Creek Road.

Existing Cross Creek Monument Sign proposed location, adjacent to Malibu Country Mart and proposed MLY monument sign location.

Proposed Cross Creek Monument Sign

Existing landscape material to be relocated.

Pursuant to the 2017 Agreement, MLY proposes a monument sign with tenant panels on Cross Creek Road.

Proposed Monument Sign

Existing landscape material to be relocated.

Pursuant to the 2017 Agreement, MLY proposes a monument sign with tenant panels on Cross Creek Road.

Proposed Monument Sign

Existing landscape material to be relocated.
CROSS CREEK ROAD MONUMENT SIGN

Monument Sign

- Permitted pursuant to Code Section 17.52.070.A.5 as a double-sided illuminated monument sign to identify the Malibu Lumber Yard
- Requires a minor modification pursuant to Code Section 17.52.080.C from Code Section 17.52.070.A.5 to permit the monument sign to be a maximum of 7 feet, 6 inches high and 4 feet, 8 inches wide with an overall sign area of 54 square feet
- A 70 percent increase in the maximum height of 6 feet provided in the Code for a total height of 7.6'
- Overall sign area is less than the 48 square feet permitted by the Code
- 4 sq ft Site ID
- 3.1 sq ft Lease Signage
- 8.5 sq ft Tenant One
- 8.5 sq ft Tenant Two
- 8.5 sq ft Tenant Three
- 8.5 sq ft Tenant Four
- 8.5 sq ft Tenant Five
- 8.5 sq ft Tenant Six

Monument Sign Business Identification Signs

- Six up to 2 square foot business identification signs
- Permitted pursuant to Code Section 17.52.070.A.4 which permits an additional illuminated sign for each separate business because the Malibu Lumber Yard has frontage on more than one public right-of-way of up to 50 square feet
- Requires a minor modification pursuant to Code Section 17.52.080.C from Code Section 17.52.070.A.5 to permit the business identification signs on the monument sign

Requires a minor modification pursuant to Section 17.52.080.C.3 for signs on the monument sign to be taller than six feet.
SIGNS FOR A100, B100, AND B110 CROSS CREEK WALL SIGNS

Non-Illuminated, Cross Creek Wall Signs
• Range in size from 18 to 35 square feet of sign area
• Permitted pursuant to Code Section 1752.070.A.2.b as a non-illuminated secondary sign up to 35 square feet of sign area

Illuminated Business Identification Wall Signs
• Permitted pursuant to Code Section 1752.070.A.2 as an illuminated, primary sign integrated into the design of the building
• Permitted pursuant to Code Section 1752.070.A.4, which permits an additional illuminated sign for each separate business because the Malibu Lumber Yard has frontage on more than one public right-of-way of up to 25 square feet
• A100, B100 and B110 shall have the option of having one illuminated, primary sign facing Cross Creek Road, provided such signage is halo illuminated so as no light source is visible from Cross Creek Road and no additional primary signage on PCH

Monument Sign Business Identification Signs
• Pursuant to Code Section 1752.070.A.4, which permits an additional illuminated sign for each separate business because the Malibu Lumber Yard has frontage on more than one public right-of-way of up to 25 square feet
• A100, B100 and B110 are permitted to have a sign on the monument sign
Non-Illuminated, Interior Courtyard Wall Signs

- Range in size from 5 to 35 square feet of sign area
- Permitted pursuant to Code Section 1752.070 A.2.b as a non-illuminated secondary sign up to 35 square feet of sign area
- Requires a minor modification pursuant to Section 1752.070 C from Code Section 1752.070 A.2.a for the interior courtyard wall signs be located closer than six feet from the blade signs.

Typical Upper Level Sign Placement

Typical Lower Level Sign Placement
Non-Illuminated, Interior Courtyard Wall Signs

- Range in size from 5 to 35 square feet of sign area.
- Permitted pursuant to Code Section 1752.070 A 2 b as a non-illuminated secondary sign up to 35 square feet of sign area.
- Requires a minor modification pursuant to Section 1752.070 C from Code Section 1752.070 A 2 a for the interior courtyard wall signs to be located closer than six feet from the blade signs.
Either ceiling or wall mounted ranging in size from 3 to 3.5 square feet of sign area.

Permitted pursuant to Code Section 17.52.070.A.2 as a non-illuminated, accessory sign.

Requires a minor modification pursuant to Section 17.52.080.C from Code Section 17.52.070.A.2.a for the blade signs to be located closer than six feet from interior courtyard wall signs.
UPPER FLOOR BUSINESS IDENTIFICATION SIGNS

Wall-Mounted Second Floor TENANT ID
ID Area each 4 sf (Per Sign)

Four, up to 4 square foot illuminated business identification signs located near the stairs within the ground floor interior courtyard to identify upper floor businesses.

Permitted pursuant to Code Sections 17.52.070.A.2.e and 17.52.070.A.8, which permits a 10 square foot sign adjacent to the first floor entrance for businesses maintained exclusively on the second floor.

Requires a minor modification pursuant to Section 17.52.080.C from Code Section 17.52.070.A.2.a for the upper floor business identification sign to be closer than six feet from interior courtyard wall signs and/or blade signs.
ILLUMINATED SIGNAGE

Illuminated Signs

- All illuminated signs will comply with Malibu Municipal Code Section 17.52.060 H and Malibu Municipal Code Chapter 17.41 (Dark Sky Ordinance)

Proposed PCH-Facing Facade, Night

Halo Illuminated Signage

Illuminated signs to comply with Malibu Municipal Code Section 17.52.060 H and Malibu Municipal Code Chapter 17.41 (Dark Sky Ordinance)
## COMPARISON OF APPROVED SIGNS AND PROPOSED ENHANCEMENTS

**EXISTING PERMIT** (Sign Permit #08-022, April 14, 2009)

<table>
<thead>
<tr>
<th>Building and Site</th>
<th>Linear Frontage</th>
<th>Existing Sign Area</th>
<th>Allowed per code</th>
<th>Proposed Primary (Illuminated)</th>
<th>Proposed Secondary (Non Illuminated)</th>
<th>Accessories</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 100</td>
<td>91' (Cross Creek road) + 91' (mall interior courtyard) = 180'</td>
<td>70 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>B 100</td>
<td>22' (Parking lot) + 22' (mall Interior) = 44'</td>
<td>22 Square ft</td>
<td>44 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>B 110</td>
<td>49' (Cross Creek) + 36' (mall interior) = 85'</td>
<td>36 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>C 100A</td>
<td>22' (Cross Creek) + 35' (mall interior) = 35'</td>
<td>22 Square ft</td>
<td>35 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>C 110</td>
<td>35' (Cross Creek) + 35' (mall interior) = 35'</td>
<td>50 Square ft</td>
<td>35 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>C 120</td>
<td>35' (Cross Creek) + 35' (mall interior) = 35'</td>
<td>20 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 100</td>
<td>32' (Pacific Coast HW) + 32' (mall Interior) = 64'</td>
<td>30 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 110</td>
<td>39' (Pacific Coast HW) + 39' (mall interior) = 78'</td>
<td>39 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 120</td>
<td>25' (Pacific Coast HW) + 25' (mall Interior) = 50'</td>
<td>24 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 130</td>
<td>25' (Pacific Coast HW) + 25' (mall Interior) = 50'</td>
<td>25 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 140</td>
<td>20' (mall interior)</td>
<td>20 Square ft</td>
<td>20 Square ft</td>
<td>17 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 150</td>
<td>30' (mall interior)</td>
<td>30 Square ft</td>
<td>30 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 160</td>
<td>44' (mall interior)</td>
<td>44 Square ft</td>
<td>44 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>E 100</td>
<td>103' (mall interior)</td>
<td>70 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 200 - Second Floor</td>
<td>50' (Pacific Coast HW) + 50' (mall interior) = 100'</td>
<td>50 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 210 - Second Floor</td>
<td>18' (Pacific Coast HW + 18' mall interior) = 36'</td>
<td>18 Square ft</td>
<td>36 Square ft</td>
<td>15 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 220 - Second Floor</td>
<td>30' (Pacific Coast HW +30' (mall interior) = 60'</td>
<td>24 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 230 - Second Floor</td>
<td>25' (Pacific Coast HW +25' (mall interior) = 50'</td>
<td>29 Square ft</td>
<td>50 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 240 - Second Floor</td>
<td>21' (mall interior)</td>
<td>21 Square ft</td>
<td>21 Square ft</td>
<td>18 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 250 - Second Floor</td>
<td>29' (mall interior)</td>
<td>29 Square ft</td>
<td>29 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>D 260 - Second Floor</td>
<td>33' (mall interior)</td>
<td>33 Square ft</td>
<td>33 Square ft</td>
<td>25 Square ft</td>
<td>3 Square ft</td>
<td>3 Square ft</td>
</tr>
<tr>
<td>Monument Cross Creek</td>
<td>Overall = 37.5 (both sides)</td>
<td>Tenant = 2 SQFT x(6)</td>
<td>Site = 4 SQFT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing Pylon Sign</td>
<td>30 Square ft</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PCH Site ID (MLY)</td>
<td></td>
<td></td>
<td></td>
<td>34.5 Square ft</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* PCH Business ID Sign</td>
<td></td>
<td></td>
<td></td>
<td>23.5 x (5) Square ft =117.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second Floor Wayfinding</td>
<td></td>
<td></td>
<td></td>
<td>4x(5) Square ft = 20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rest Room</td>
<td>2 Square ft</td>
<td></td>
<td></td>
<td>3 Square ft</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>735 Square ft</td>
<td>877 Square ft</td>
<td>212.5 Square ft</td>
<td>493 Square ft</td>
<td>66.0 Square ft</td>
<td></td>
</tr>
</tbody>
</table>

The total aggregate area of the primary sign plus the accessory sign for each business shall not exceed 50 square feet.

*Note: Pacific Coast Highway Signage limited to 23.5 square feet or to 1 square foot per each linear foot of business frontage. Actual frontage may vary per tenant area lease negotiation.
TO: Public Works Department
FROM: City of Malibu Planning Department

DATE: 7/16/2019

PROJECT NUMBER: MSP 19-001
JOB ADDRESS: 3939 CROSS CREEK RD, Legacy Park
APPLICANT / CONTACT: Scott Fox
APPLICANT ADDRESS: 180 E. Broad Street
                    Columbus, OH 43215
APPLICANT PHONE #: (614)202-7251
APPLICANT FAX #: ____________________________
APPLICANT EMAIL: scott.fox@washingtonprime.com

PROJECT DESCRIPTION: New master sign program for Malibu Lumber Yard

TO: Malibu Planning Department and/or Applicant
FROM: Public Works Department

The following items described on the attached memorandum shall be addressed and resubmitted.

The project was reviewed and found to be in conformance with the City's Public Works and LCP policies and CAN proceed through the Planning process.

(Handwritten Signatures)

SIGNATURE ________________________________ DATE 10/10/2019
To: Planning Department

From: Public Works Department
Edward Rodriguez, Assistant Civil Engineer

Date: October 10, 2019

Re: Proposed Conditions of Approval for 3939 Cross Creek Rd. MSP 19-001

The Public Works Department has reviewed the plans submitted for the above referenced project. Based on this review sufficient information has been submitted to confirm that conformance with the Malibu Local Coastal Plan (LCP) and the Malibu Municipal Code (MMC) can be attained. Prior to the issuance of building and grading permits, the applicant shall comply with the following conditions.

STORMWATER

1. A Local Storm Water Pollution Prevention Plan shall be provided prior to the issuance of the Grading/Building permits for the project. This plan shall include an Erosion and Sediment Control Plan (ESCP) that includes, but not limited to:

<table>
<thead>
<tr>
<th>Erosion Controls</th>
<th>Scheduling</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Preservation of Existing</td>
</tr>
<tr>
<td></td>
<td>Vegetation</td>
</tr>
<tr>
<td>Sediment Controls</td>
<td>Silt Fence</td>
</tr>
<tr>
<td></td>
<td>Sand Bag Barrier</td>
</tr>
<tr>
<td></td>
<td>Stabilized Construction Entrance</td>
</tr>
<tr>
<td>Non-Storm Water</td>
<td>Water Conservation Practices</td>
</tr>
<tr>
<td>Management</td>
<td>Dewatering Operations</td>
</tr>
<tr>
<td>Waste Management</td>
<td>Material Delivery and Storage</td>
</tr>
<tr>
<td></td>
<td>Stockpile Management</td>
</tr>
<tr>
<td></td>
<td>Spill Prevention and Control</td>
</tr>
<tr>
<td></td>
<td>Solid Waste Management</td>
</tr>
<tr>
<td></td>
<td>Concrete Waste Management</td>
</tr>
<tr>
<td></td>
<td>Sanitary/Septic Waste</td>
</tr>
<tr>
<td></td>
<td>Management</td>
</tr>
</tbody>
</table>

W:\Land Development\Projects\Cross Creek Road\3939 Cross Creek Road\MSP 19-001\Planning\COA 3939 Cross Creek Rd_MSP 19-001-ER.docx
Recycled Paper
All Best Management Practices (BMP) shall be in accordance to the latest version of the California Stormwater Quality Association (CASQA) BMP Handbook. Designated areas for the storage of construction materials, solid waste management, and portable toilets must not disrupt drainage patterns or subject the material to erosion by site runoff.

MISCELLANEOUS

2. The developer’s consulting engineer shall sign the final plans prior to the issuance of permits.

COMMERCIAL DEVELOPMENT

3. Prior to the commencement of work, the applicant shall submit a copy of their Construction Management Plan. The Construction Management Plan shall include a dedicated parking location for construction workers, not within the public right of way.
NOTICE OF PUBLIC HEARING

The Malibu Planning Commission will hold a public hearing on TUESDAY, February 18, 2020, at 6:30 p.m. in the Council Chambers, Malibu City Hall, 23825 Stuart Ranch Road, Malibu, CA, for the project identified below.

MASTER SIGN PROGRAM NO. 19-001 AND MINOR MODIFICATION NOS. 20-003 AND 20-004 - An application for a new master sign program for the Malibu Lumber Yard including minor modifications to allow for a monument sign measuring 7 feet and 6 inches where 6 feet in height is required, and to allow a reduction in the required 6 feet minimum sign separation

LOCATION / APN: 3939 Cross Creek Rd, Malibu Lumber Yard / 4458-020-003
ZONING: Community Visitor-Serving-One (CV-1)
APPLICANT: WPG Malibu, LLC
PROPERTY OWNER: City of Malibu
APPEALABLE TO: City Council
ENVIRONMENTAL REVIEW: Categorical Exemption CEQA Guidelines Section 15301(e)
APPLICATION FILED: July 16, 2019
CASE PLANNER: Philip Coronel, Planning Technician, pcoronel@malibucity.org (310) 456-2489, ext. 373

A written staff report will be available at or before the hearing for the project, typically 10 days before the hearing in the Agenda Center: http://www.malibucity.org/agendacenter. Related documents are available for review at City Hall during regular business hours. You will have an opportunity to testify at the public hearing; written comments which shall be considered public record, may be submitted any time prior to the beginning of the public hearing. If the City's action is challenged in court, testimony may be limited to issues raised before or at the public hearing.

LOCAL APPEAL - A decision of the Planning Commission may be appealed to the City Council by an aggrieved person by written statement setting forth the grounds for appeal. An appeal shall be filed with the City Clerk within ten days following the date of action which the appeal is made and shall be accompanied by an appeal form and filing fee, as specified by the City Council. Appeal forms may be found online at www.malibucity.org/planningforms or in person at City Hall, or by calling (310) 456-2489, extension 245.

BONNIE BLUE, Planning Director Date January 23, 2020