To: Chair Jennings and Members of the Planning Commission

Prepared by: Philip Coronel, Planning Technician

Approved by: Bonnie Blue, Planning Director

Date prepared: May 21, 2020

Meeting date: June 1, 2020

Subject: Master Sign Program No. 19-001 and Minor Modification Nos. 20-003 and 20-004 – An application for a new master sign program with minor modifications to monument sign height and minimum sign separation distance

Location: 3939 Cross Creek Road, Malibu Lumber Yard

APN: 4458-020-903

Applicant: WPG Malibu, LLC

Owner: City of Malibu

RECOMMENDED ACTION: Adopt Planning Commission Resolution No. 20-21 (Attachment 1) approving the above mentioned entitlements for the property located at 3939 Cross Creek Road.

DISCUSSION: At the Regular Planning Commission meeting of February 18, 2020, the Planning Commission directed staff to bring back a resolution approving Master Sign Program No. 19-001 and Minor Modification Nos. 20-003 and 20-004, with additional findings and conditions: 1) add a finding for exceptional circumstances and special design; 2) add condition No. 24 stating that the signage and building comply with the Dark Sky Ordinance; and 3) add condition No. 25 stating that this master sign program supersedes all previously approved sign programs for the project located at 3939 Cross Creek Road. The Planning Commission also directed the applicant to revise and simplify the sign program by removing existing conditions from the plans.

ATTACHMENT:

1. Planning Commission Resolution No. 20-21
2. Revised Project Plans
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. The application was approved however the Planning Commission motioned staff to return with an updated resolution on the Consent Calendar. These updates includes additional findings, additional conditions of approval, and removal of existing conditions from the sign plans.

E. On June 1, 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 signs to be located less than six feet from other 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 four 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.

Finding 4. The approval of such modification exhibits exceptional circumstances and special design:

The proposed master sign program and monument sign are designed to maintain the overall modern architectural style of the entire property. The center as a whole exhibits an exceptional circumstance where most of the tenants face towards an interior courtyard. By applying this special design where the monument sign is increased in height, will allow tenants to be better seen from the two main thoroughfares where otherwise will be hidden from view. This will provide better access and wayfinding to the public.

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 four 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.

Finding 4. The approval of such modification exhibits exceptional circumstances and special design:

The proposed master sign program and monument sign are designed to maintain the overall modern architectural style of the entire property. By applying this special design where the distance between signs is reduced, the overall image of the center will be less cluttered and continue the modern, minimalistic look the center is currently conveying. The proposed master sign program also reduces the number of overall signs in the center.


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 an electronic copy of the 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 June 1, 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 April 8, 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:
Erosion Controls
Scheduling
Preservation of Existing Vegetation

Sediment Controls
Silt Fence
Sand Bag Barrier
Stabilized Construction Entrance

Non-Storm Water Management
Water Conservation Practices
Dewatering Operations

Waste Management
Material Delivery and Storage
Stockpile Management
Spill Prevention and Control
Solid Waste Management
Concrete Waste Management
Sanitary/Septic Waste Management

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 Conditions*

23. The project must obtain an Administrative Plan Review (APR) for the proposed demolition and landscape.

24. Signage and lighting throughout the building shall comply with the Dark Sky Ordinance by October 1, 2020. Signage shall not exceed 3,000 Kelvin and light trespass shall be limited as is required by the ordinance.

25. This master sign program supersedes any previously approved sign programs.

*Prior to Final Sign-Off*

26. 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.

27. 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*

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

29. 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 1st day of June 2020.

__________________________________________
JEFFREY JENNINGS, Planning Commission Chair

ATTEST:

KATHLEEN STECKO, Recording Secretary

LOCAL APPEAL - Pursuant to Local Coastal Program Local Implementation Plan (LIP) Section 13.20.1 (Local Appeals) a decision made by 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 filing fee, as specified by the City Council. Appeals shall be emailed to psalazar@malibucity.org and the filing fee shall be mailed to Malibu Planning Department, attention: Patricia Salazar, 23825 Stuart Ranch Road, Malibu, CA 90265. Appeal forms may be found online at www.malibucity.org/planningforms. If you are unable to submit your appeal online, please contact Patricia Salazar by calling (310) 456-2489, extension 245, at least two business days before your appeal deadline to arrange alternative delivery of the appeal.

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 1st day of June 2020 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

KATHLEEN STECKO, Recording Secretary
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 Sign
Request size increase of Monument sign 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 37.5 square feet.
- A 30 percent increase in the maximum height of 6 feet provided for in the Code (25% or 7.5 ft is requested)
- Overall sign area is less than the 48 square feet permitted by the Code

Malibu Lumber Yard -ID
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 Accessory (Blade) Signage
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

Signs will be integrated into the architecture of the building by mandating 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.
NOTE: For the avoidance of doubt, this Master Sign Program fully replaces and supersedes that certain Malibu Lumber Yard Master Sign Program Plan approved by the City of Malibu pursuant to the City’s approval of Sign Permit No.08-22 dated April 14, 2009.
NOTE: For the avoidance of doubt, this Master Sign Program fully replaces and supersedes that certain Malibu Lumber Yard Master Sign Program Plan approved by the City of Malibu pursuant to the City’s approval of Sign Permit No.08-22 dated April 14, 2009.
### Malibu Lumber Yard - Master Sign Program Table

<table>
<thead>
<tr>
<th>Building and Site</th>
<th>Primary Building Frontage</th>
<th>Signage Allowed Per Code</th>
<th>Proposed Signage</th>
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<tr>
<td></td>
<td>Total Aggregate Area of Primary and Accessory&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Secondary</td>
<td>Primary (Illuminated)</td>
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<tr>
<td>A 100</td>
<td>91' - Cross Creek</td>
<td>50 SF</td>
<td>25 SF</td>
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<tr>
<td>B 100</td>
<td>22' - Private ROW</td>
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<td>21 SF</td>
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<td>D 260</td>
<td>33' - Private ROW</td>
<td>33 SF</td>
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<tr>
<td>Monument Sign</td>
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<td>37.5 SF&lt;sup&gt;2&lt;/sup&gt; double-sided = 75 SF</td>
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<td>Existing Pole Sign&lt;sup&gt;3&lt;/sup&gt;</td>
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<td>30 SF removed</td>
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<td>PCH Wall Sign</td>
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<td>35 SF Malibu Lumber Yard Sign max</td>
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<td>Second Floor Businesses Sign (At Stair Wall Location)</td>
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<td>Five 23 SF Tenant Signs =115 SF</td>
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<td>Totals</td>
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<td>525 SF</td>
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</table>

Proposed Primary Signage is based on the Primary Building Frontage in the current Tenant Lease Plan. The amount of primary signage allocated to each tenant is subject to change based on changes to tenant mix and tenant frontage.

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<sup>1</sup> The total aggregate area of the primary sign plus the accessory sign for each business shall not exceed 50 SF.

<sup>2</sup> The Monument Sign on Cross Creek includes a Malibu Lumber Yard Sign (4 SF) and six (6) Tenant Signs (2 SF each).

<sup>3</sup> The existing, nonconforming Pole Sign will be removed.

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NOTE: For the avoidance of doubt, this Master Sign Program fully replaces and supersedes that certain Malibu Lumber Yard Master Sign Program Plan approved by the City of Malibu pursuant to the City’s approval of Sign Permit No.08-22 dated April 14, 2009.
## Building A-100 Signs

### Building A-100 - Exterior Streetscape - Cross Creek Road

1. **Tenant ID Signage**
   - (Sign area not to exceed proposed SF per MSP Table)

2. **Blade 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 MSP Table for total signage area allowance per tenant.

### Building A-100 - Interior

- **Tenant ID Signage**
- **Blade Signs**

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### MALIBU LUMBER YARD

**Master Sign Program**

**February 18, 2020**
**BUILDING B100 - B110 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 MSP Table for total sign area allowance per tenant.

- Interior Courtyard signs to be Non-Illuminated with exception of the second level identification sign at stair.*

MALIBU LUMBER YARD | MASTER SIGN PROGRAM | FEBRUARY 18, 2020
BUILDING C-100, C-110, C-120 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 one tenant, total sign area will be limited to 50 SQFT

"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 MSP Table for total signage area allowance per tenant. Interior Courtyard signs to be Non-Illuminated with exception of the second story identification sign at stair
BUILDING D-100 thru D-160 and E-100 SIGNS

**MALIBU LUMBER YARD**  **MASTER SIGN PROGRAM**  **FEBRUARY 18, 2020**

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

CROSS CREEK ROAD

PACIFIC COAST HWY.

Refer to page 11.

**Tenant ID Sign**
(Sign area not to exceed proposed SF per MSP Table)

**Accessory "Blade" Sign**

*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 MSP Table for total sign area allowance per tenant.
- All Interior Courtyard signage to be Non-Illuminated with exception of the second story identification sign at stair.

25'-0"  25'-1"  32'-2"  39'-3"  32'-2"

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

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**BUILDING D-200 thru D-260 SIGNS**

If Building D is used by one tenant, total sign area will be limited to 50 SQFT

**Tenant ID Sign**
(Sign area not to exceed proposed SF per MSP Table)

**Accessory "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 MSP Table for total sign area allowance per tenant.
- All Interior Courtyard signage to be Non-Illuminated with exception of the second story identification sign at stair.

MALIBU LUMBER YARD  MASTER SIGN PROGRAM  FEBRUARY 18, 2020
Malibu Lumber Yard - ID
Site ID Area 35 s.f. allowable (proposed 1'4" x 23'3" : 31 s.f.)
- One, 35 square foot illuminated identification sign
- Permitted pursuant to Code Section 17.52.070.A.2.a as a primary sign to advertise the Malibu Lumber Yard along the PCH-facing façade

PCH Business Identification Signs
Site ID Area 23 s.f. (1' high x potential 23' in length)
- 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.

- Proposed Cross Creek Monument Sign
- Relocated 118 s.f. of planting and landscape material from B110 adjacent location
- New Monument Sign located 5'-0" from ROW per 17.52.070.A.5
**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, 11 inches wide.
- A 30 percent increase in the maximum height of 6 feet provided in the Code (25% increase / 7.5 ft requested).
- Overall sign area is less than the 48 square feet permitted by the Code.
- 37.5 sq ft. overall monument.
- 4 sq ft. Site ID.

**Monument Sign Business Identification Signs**
- Permitted as a primary sign pursuant to Code Section 17.52.070.A.2.a.
- 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 10 square feet.

Requires a minor modification pursuant to Section 17.52.080.C.3 for signs on the monument sign to be taller than six feet.

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.
Either ceiling or wall mounted with accessory panel not to exceed 3 square feet of blade area (tenant letters to be standard per Landlord Criteria)

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.
SECOND FLOOR BUSINESS SIGN - STAIRS

Wall-Mounted Second Floor TENANT ID

ID Area each 4 s.f. (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.
ILIUMINATED SIGNAGE

All illuminated signs to comply with:

- Malibu Municipal Code Section 17.52.060.H
- Malibu Municipal Code Chapter 17.41 (Dark Sky Ordinance)
- Hours of Illumination shall comply with Dark Sky Ordinance and/or Sign Ordinance as it applies
- Illumination criteria of 3000K and ‘Light Tresspass’ shall be maintained