

**Manhattan Village Shopping
Center Enhancement Project
Sepulveda Boulevard between
Rosecrans and Marine**

Planning Commission

July 24, 2013

Background

- **2006**
 - **Master Use Permit (MUP) Amendment and Variance**
 - **Environmental Impact Report (EIR)**
- **2009**
 - **EIR Scoping meeting**
- **2012-2013**
 - **Draft and Final EIR**
 - **MUP, Variance, Sign Program/Exception and Development Agreement (Withdrawn)**
 - **Planning Commission noticed public hearings**
 - **June and October 2012**
 - **March, April, May, June and July 2013**
 - **Final EIR Certified June 26, 2013 (appeal filed)**



Manhattan Village Shopping Center Enhancement Project



Figure II-2
Aerial Photograph of Site

Project Overview

- **44 acre total Shopping Center**
- **18.4 acre Development Area**
- **Existing**
 - **572,837 SF- 2,393 parking spaces**
- **Proposed- (Maximums-with Equivalency)**
 - **Phases I, II and III**
 - **Additional 133,389 SF**
 - **Total 706,226 SF**
 - **Total 2,928 parking spaces**

Project Applications

- Master Use Permit Amendment**
- Variance- Building Height**
- Sign Exception/Program- defer to future meeting**
- Three Components/Phases**
 - Phase III- Northwest Corner- Future Site Plan Review and Planning Commission public hearing**
- Land Use applications purpose, criteria, and findings in Municipal Code, Sepulveda Guidelines: separate and different from EIR standards and certification**
- City Departments comments incorporated into conditions**

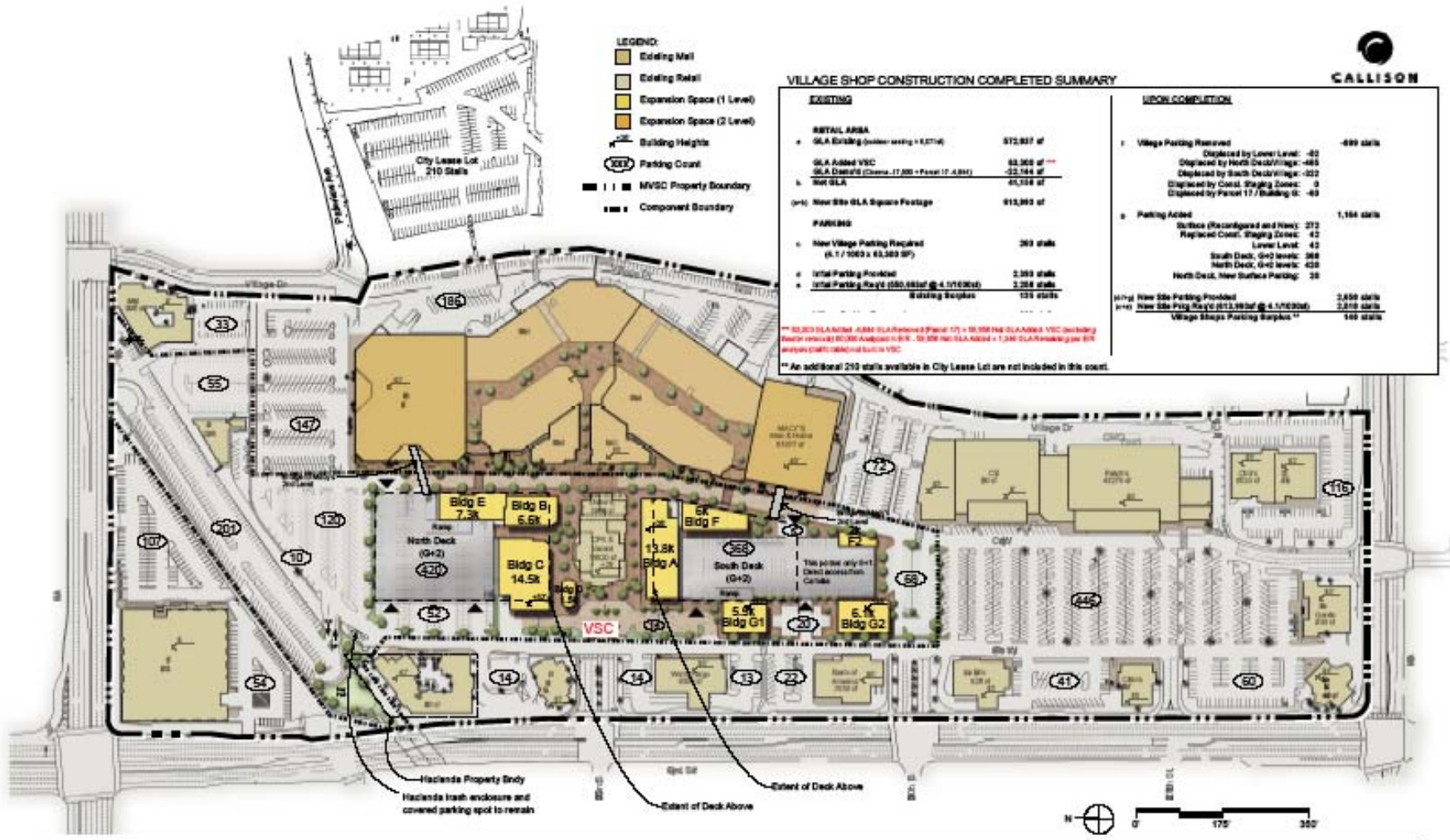
Phases

- **Phase III-Design/Site Integration**
 - Entire 44-acre site to be integrated; on and off-site
 - Cedar Way connection to Rosecrans Avenue
 - Integrate NW corner
 - City Gateway at Sepulveda and Rosecrans
 - Landscaping, hardscaping, decorative pavement, architectural design, lighting, signage, pedestrian, bicycle and transit linkages, circulation and parking

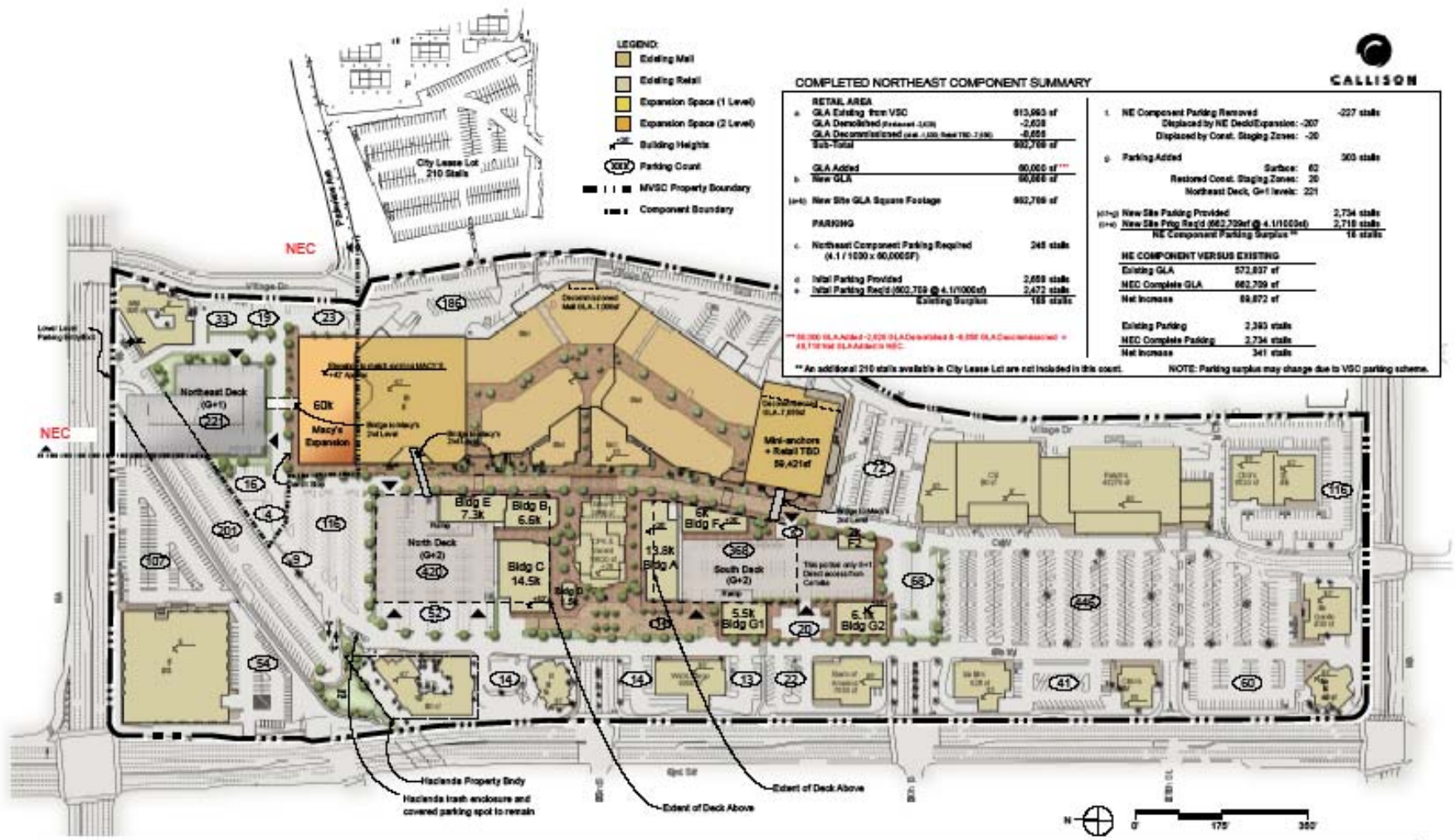
Existing



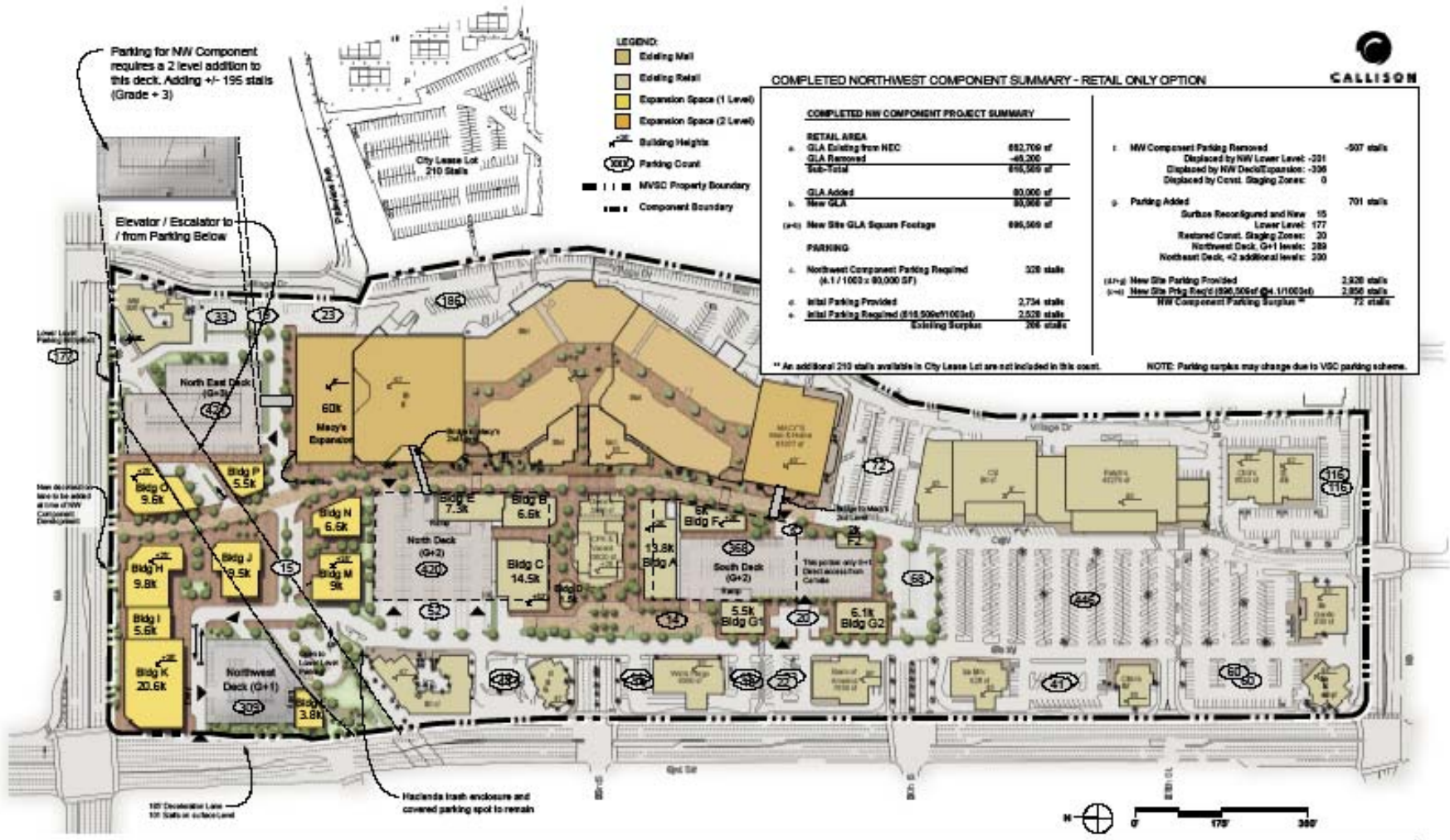
Phase I-Village Shops



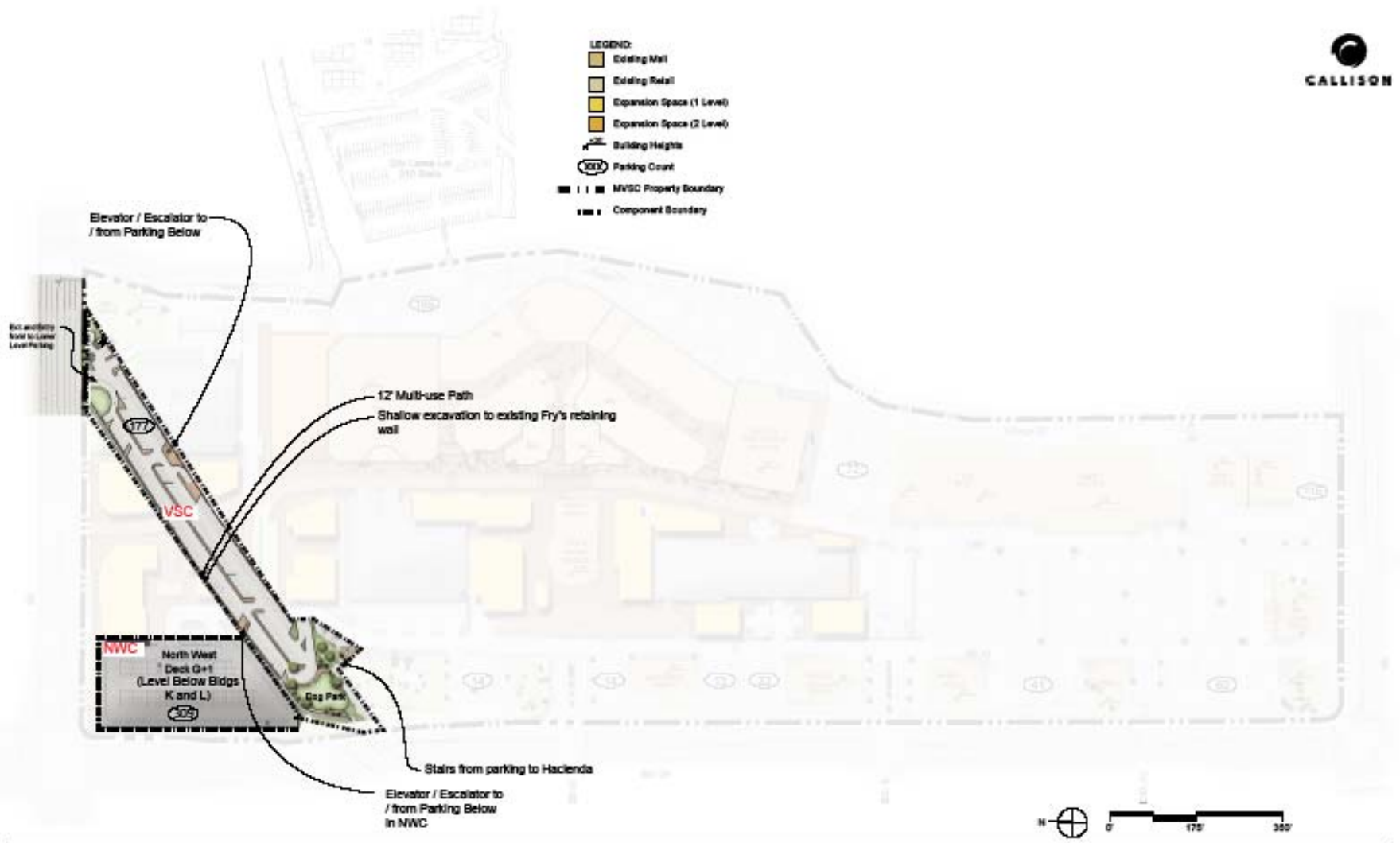
Phase II- Northeast Corner



Phase III- Northwest Corner- A



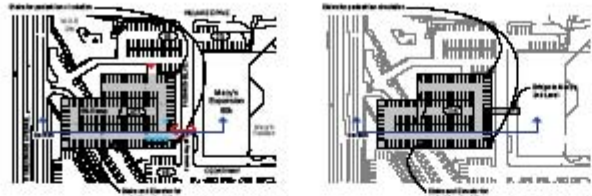
Phase III- Northwest Corner-Lower Level



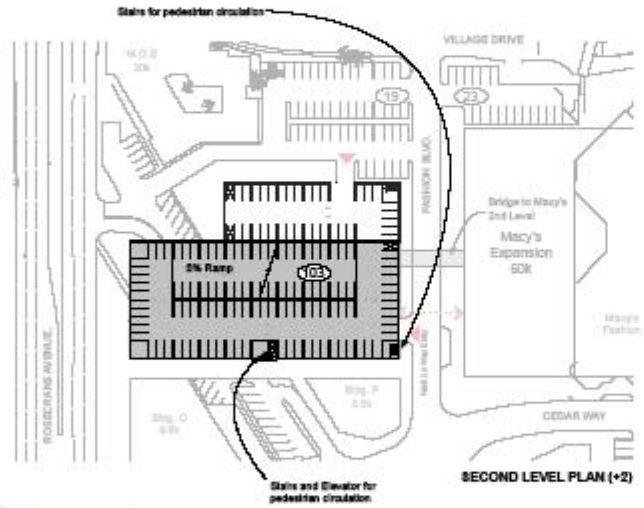
Phase III- Northwest Corner- B



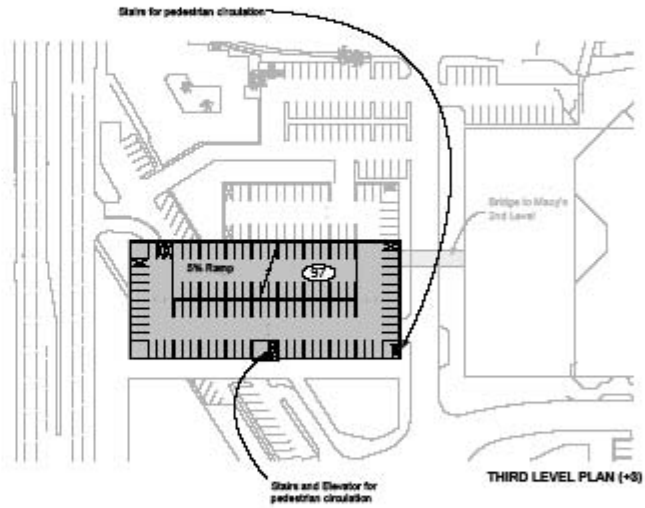
Phase III- Northwest Corner- NE Structure Parking



GROUND AND FIRST LEVEL PLAN - NEC COMPONENT (see page NEC Deck Section)



SECOND LEVEL PLAN (+2)



THIRD LEVEL PLAN (+3)



Key Plan

NORTH DECK TOTALS	
Deck NEC component:	221 stalls
Deck NWC component:	200 stalls
	421 stalls

NEC DECK TOTAL - 421 STALLS



Phase III- Northwest Corner- A



Key Plan

FOR ILLUSTRATIVE PURPOSES ONLY

MANHATTAN
VILLAGE



MVSC Enhancement Project
July 15, 2013 #206340.00



Perspective: Northwest Corner
Looking Northeast from Sepulveda Blvd
NWC - Option A

Resolution

- **Project background**
- **Applicants request**
- **Site history**
- **Master Use Permit findings**
- **Sepulveda Development Guide findings**
- **General Plan findings**
- **Variance findings**
- **Conditions**
- **Draft Sign Exception/Program findings and conditions**

Public Review and Comments

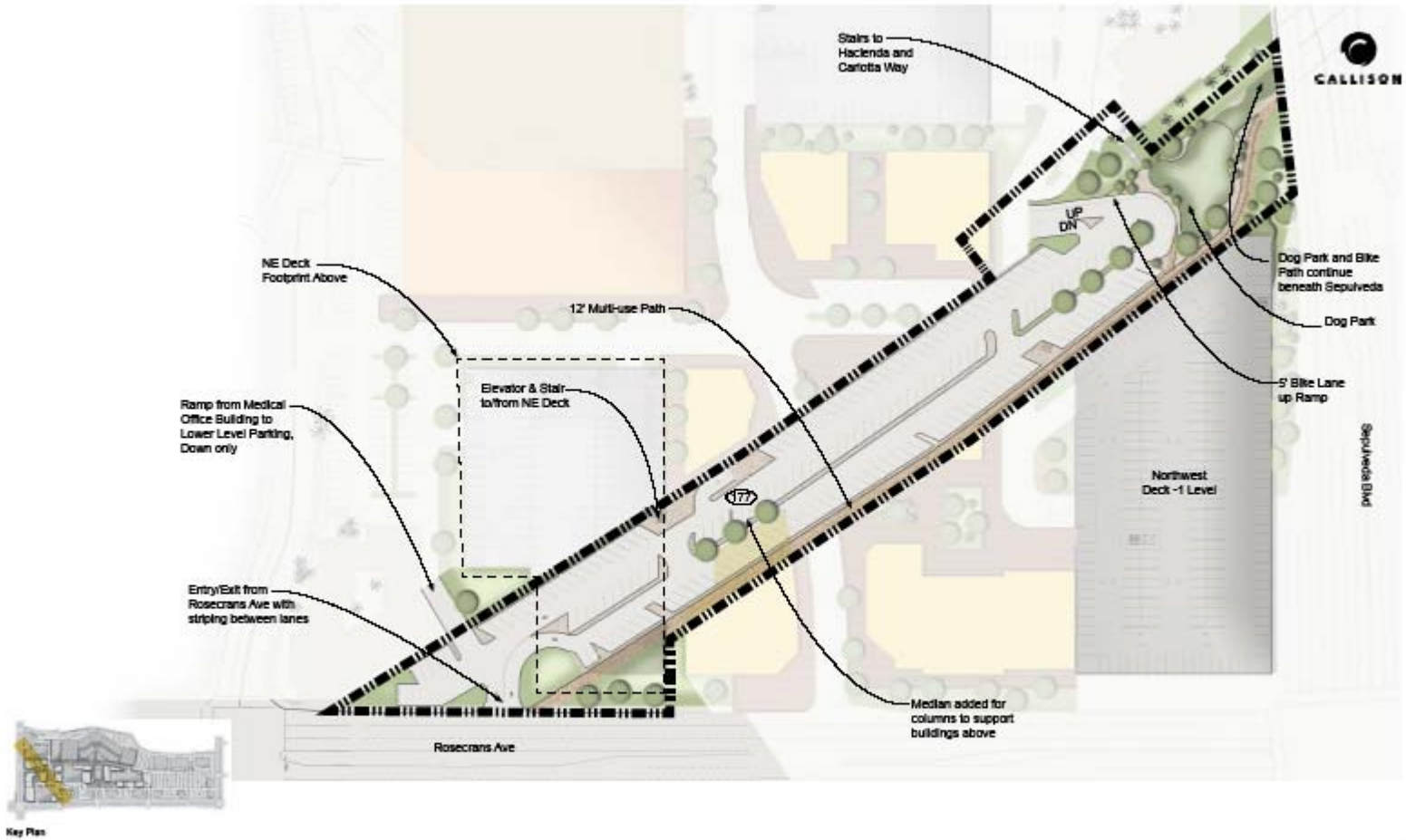
- **Notices previously mailed to owners and residential non-owners (500 feet), Cities and agencies**
- **Published in paper**
- **E-mailed to interested parties**
- **Website**
- **Police station**
- **City Hall**
- **Late attachments**

Conclusion

- **Conduct Public Hearing**
- **Accept Staff presentation**
- **Accept Applicants presentation**
- **Discuss, provide comments and revisions**
- **Adopt Resolution approving project with conditions**

**Manhattan Village Shopping
Center Enhancement Project
Sepulveda Boulevard between
Rosecrans and Marine**

**Planning Commission
July 24, 2013**



MANHATTAN VILLAGE

CLOSE TO HOME. CLOSE TO PERFECT.



MORE FASHION.



MORE FLAVOR.



MORE FUN.

MANHATTAN VILLAGE ENHANCEMENT

Manhattan Beach Planning Commission
July 24, 2013

*Distributed at
Planning Commission
meeting 7/24/13*

Overview

Conditions of Approval as presented by staff have three major provisions that are unacceptable to the applicant:

1. Condition #11 – Signage
2. Condition #38 – Electrical Vehicle Charging
3. Condition #18 – Land Uses and Square Footages

#11 Signage

Michael Burch of Scott|AG

It is important to approve the MSP tonight because:

- Code prescribes 5,100 sq ft – actual is nearly 6,900 sq ft
- Over time, the new MSP adds minor signage – one pole sign, parking deck signage, and a couple of monument signs plus the Gateway element sign
- Tenant signage rights are required before leases can even be negotiated with prospective tenants

#38 *Electric Vehicle Charging Stations*

- We support EV charging stations
- We have committed to providing up to 3% of site-wide parking for EV charging stations
- The only issue is determining the pace of their installation
- If charging station spaces are not filled with charging EVs, the shopping center will have empty, otherwise unusable parking spaces



#18 Land Uses & Square Footages

- Current MUP does not impose caps, except on restaurants
- Proposed conditions call for square-footage caps on nearly all uses
- Proposed conditions prohibit certain uses presently allowed
 - Personal improvements services (eg. health clubs)
 - Commercial entertainment (eg. cinemas)
 - Others
- 109,000 of restaurant sf with additional parking
- Either uses need to be unrestricted, as in the current MUP, or an effective scheme needs to be devised to enable uses that allow for evolution of a dynamic center – a long-term view

Conclusion

- There are other minor points of disagreement with staff that we hope can be reconciled by the time of the City Council public hearing.
- However, we wish to resolve the three major points on the floor tonight with the Commission as Conditions 11, 18 and 38 represent critical issues that threaten the viability of the project.

Thank You



For more information, please visit www.shopmanhattanvillage.com

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VILLAGE

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3200 SEPULVEDA AVENUE
MANHATTAN BEACH, CA 90266

MASTER SIGN PROGRAM JULY 24, 2013

TABLE OF CONTENTS

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- 2.0 Sign Location Plan
- 3.0 **A1** Pole Sign
 - 3.1 **A2** - **A8** Pole Signs
- 4.0 I.F. Parking Deck Entry Signage
- 5.0 II.E Parking Deck Tenant Identification Signage
- 6.0 **P** Exhibit 'A', MVSC Sign Inventory & Worksheet

PREPARED BY:

SCOTT|AG

SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS

1275 NORTH DUTTON AVE
SANTA ROSA, CA 95401

OWNER:

R RREEF

Real Estate Investment Managers

RREEF AMERICA L.L.C.
701 PIKE STREET, SUITE 925
SEATTLE, WA 98101

*Distributed
at Planning
Commission
meeting 7/24/13*

MVSC Existing + Phase 1/2/3 Sign Area Sign Allowance 7/24/13

Line #	Tenant/Area	Sign Type	Description	Notes	Quantity	Sq Ft	Total	Notes/Excluding	Reference/Owner	Sq Ft Used
1	Espresso Bar & Treat Shop & Patis B.	Pole	Pole Sign (20 x 20) & 60 x 60 (2) = 2 x 2	Alt. A/B	2	2200	900	Existing		900
2	Medical Building	Pole	Pole Sign (20 x 20) & 60 x 60 (2) = 2 x 2	A/B	2	2200	2200	Existing		2200
3	Medical Building	Ground	(1) 20 x 4 (1) 20 x 4		2	80	80	Existing		80
4	Hotel Old Bldg. Parking Lot	Ground	Banner Permanent Sign	17 - See Item 420	17	340	340	Existing	Reference Ph 2	340
5	Hotel Room	Wall	Project ID Wall Sign	U	2	400	80	Existing		80
6	Fry's Fashion Saree Merchant	Wall	(2) 20 x 4	See Item 471	2	1000	2000	Existing	Reference Ph 2	2000
7	Fry's Fashion Saree Merchant	Wall	(2) 20 x 4	See Item 472	2	2000	4000	Existing	Reference Ph 2	4000
8	Albani	Ground	(1) 20 x 4		1	80	80	Existing		80
9	Albani	Ground	(1) 21 x 4		1	84	84	Existing		84
10	Tommy Bahama's	Wall	(2) 20 x 4		2	400	400	Existing		400
11	Corner Bakery	Wall	(1) 20 x 4 (1) 20 x 4		2	400	400	Existing		400
12	Milano	Wall	(1) 20 x 4		1	80	80	Existing		80
13	Daughters Pharmacy	Wall	(1) 40 x 4		1	400	400	Existing		400
14	Fry's Merchant	Wall	(2) 20 x 4		2	2000	2000	Existing		2000
15	CVS Merchant	Wall	(1) 20 x 4		1	80	80	Existing		80
16	Corner Bakery	Wall	(1) 20 x 4		1	80	80	Existing		80
17	Corner Bakery	Wall	(1) 20 x 4		1	80	80	Existing		80
18	Corner Bakery	Wall	(1) 20 x 4		1	80	80	Existing		80
19	Corner Bakery	Wall	(1) 20 x 4		1	80	80	Existing		80
20	Corner Bakery	Wall	(1) 20 x 4		1	80	80	Existing		80
21	Great Earth Vegetarian	Wall	(1) 20 x 4 (1) 20 x 4 (1) 20 x 4		3	240	240	Existing		240
22	Bank of America	Wall	(1) 15 x 4		1	60	60	Existing		60
23	Bank of America	Wall	(1) 15 x 4 (1) 20 x 4 (1) 20 x 4	See Item 450	3	360	360	Existing	Reference Ph 1	360
24	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
25	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
26	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
27	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
28	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
29	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
30	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
31	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
32	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
33	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
34	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
35	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
36	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
37	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
38	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
39	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
40	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
41	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
42	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
43	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
44	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
45	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
46	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
47	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
48	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
49	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
50	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
51	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
52	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
53	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
54	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80
55	Bank of America	Wall	(1) 20 x 4		1	80	80	Existing		80

MBMC Sign Code

- Allows 2 sq. ft. of sign area for each linear feet of street frontage
- Per code longest frontage counted only - Sepulveda Blvd.
- Signage allowed by code (2,550 l. ft. x 2)

5,100 sq. ft.

Existing Site

- Current MVSC Site Sign Area - 4,963 sq. ft.
- Current Fry's Site Sign Area - 1,900 sq. ft.
- Current Total Sign Area

6,863 sq. ft.

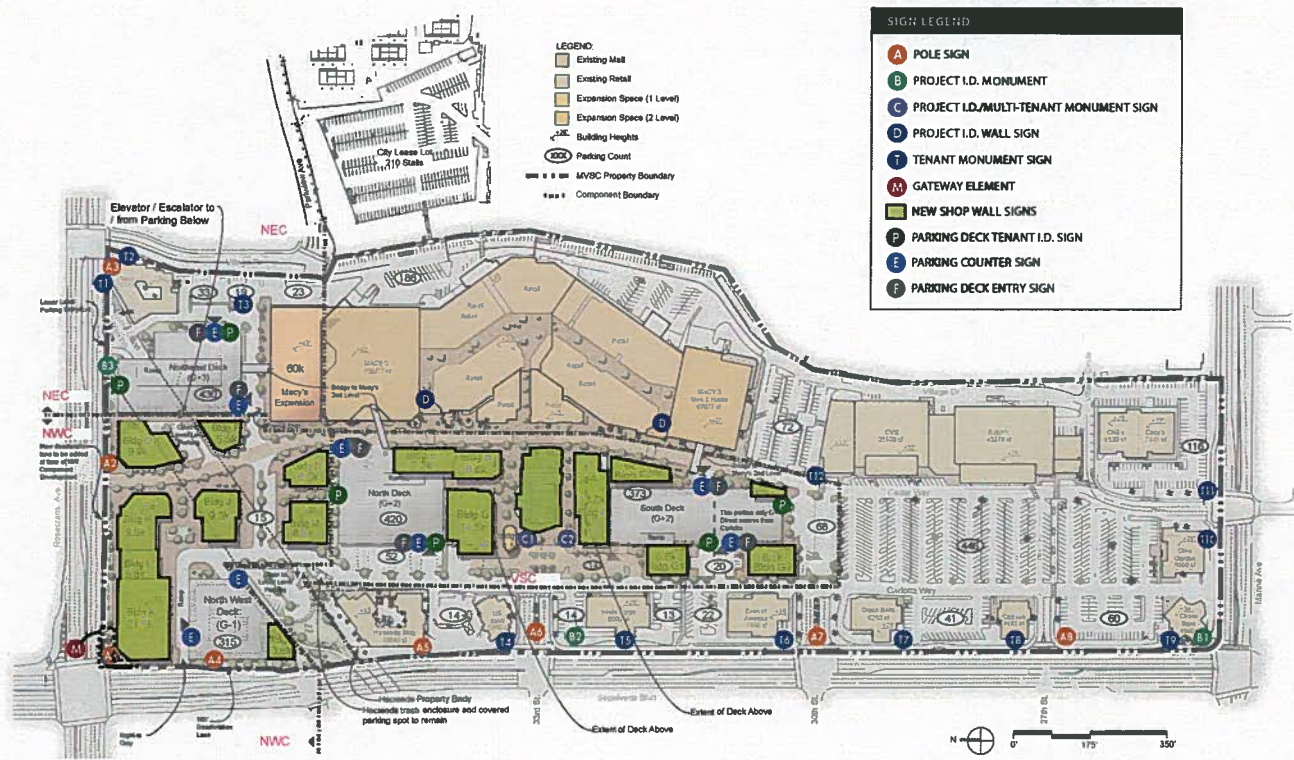
Size and Shape of Manhattan Village is unique in the City

- 44 Acres, 4,600 l. ft. of frontage on public streets
- Four (4) primary street frontages (Including Village Dr.)
- Much signage is not visible from public streets

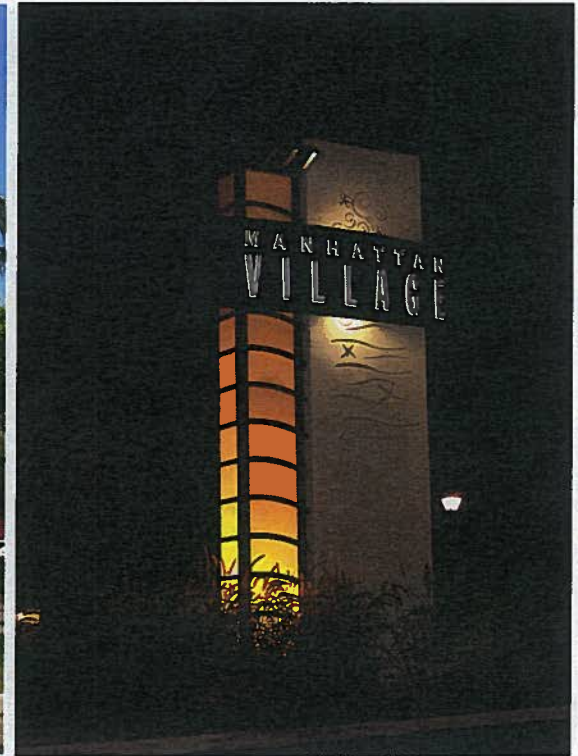
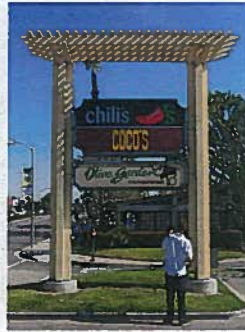
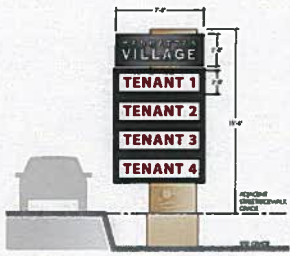
Proposed Sign Exceptions

- Sign Area Cap
- Multiple Pole Signs
- Non-Department Store Anchor Wall Signs
- 2 Existing Signs Over 150 sq. ft. to Remain
- Tenant Wall Signs on Parking Structures
- Monument Signs
- Project Identification Signs
- Directional Wall Signs On Parking Structures
- Directional Signs
- Project Banners On Light Poles
- A-Frame
- Exclude Square Footage of Certain Items
- City Gateway Sign

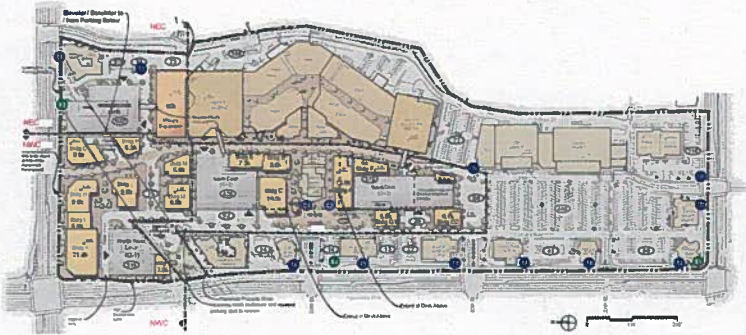
Sign Area Analysis



Overall Site Plan



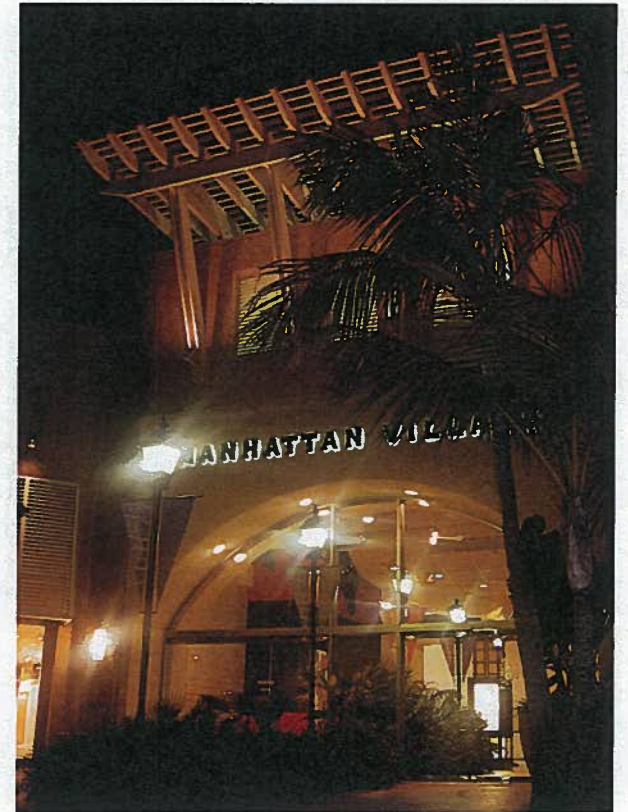
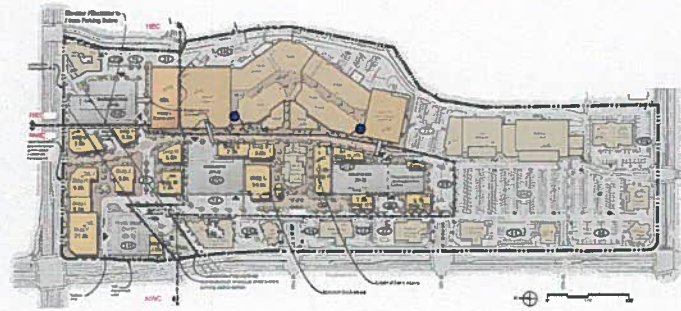
A Pole Signs



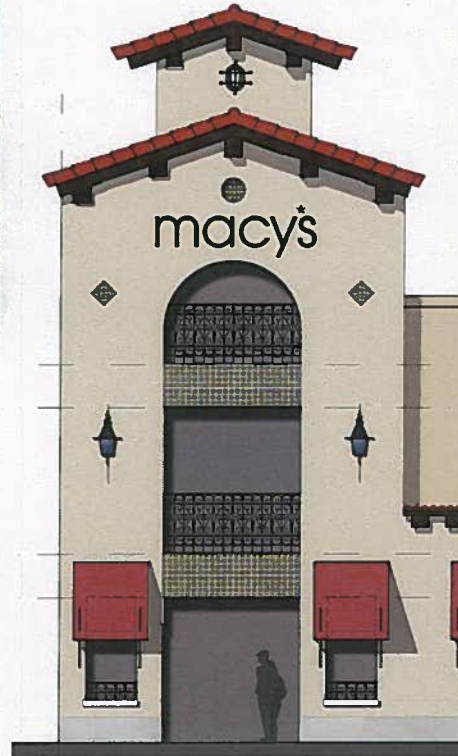
B Project Monuments

C Multi-Tenant Monuments

F Tenant Monument Signs

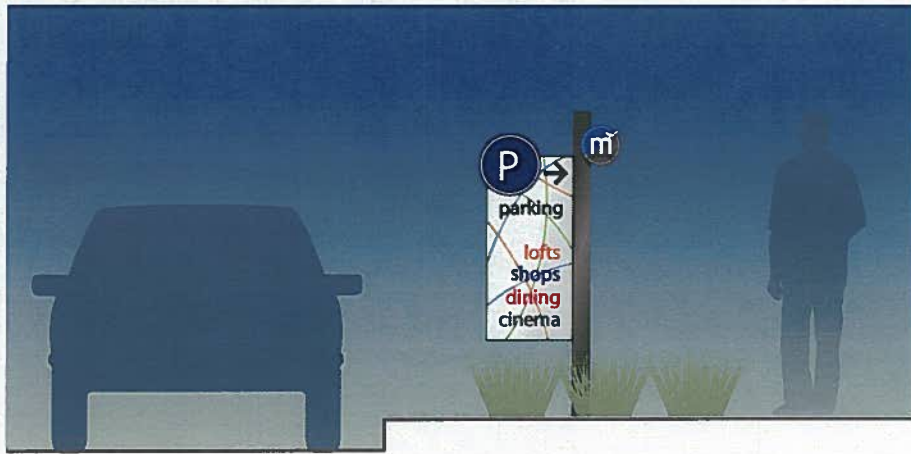


Project ID Wall Signs & Banners

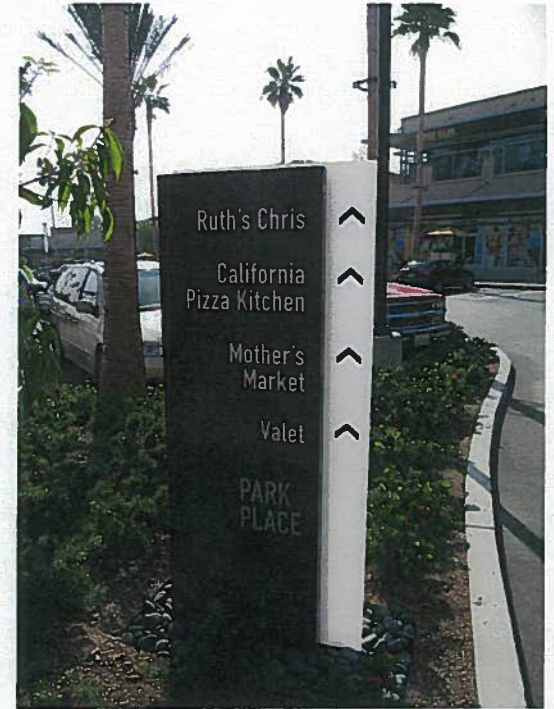


P Parking Deck Tenant ID Signage

E F Parking Deck Entry Signage



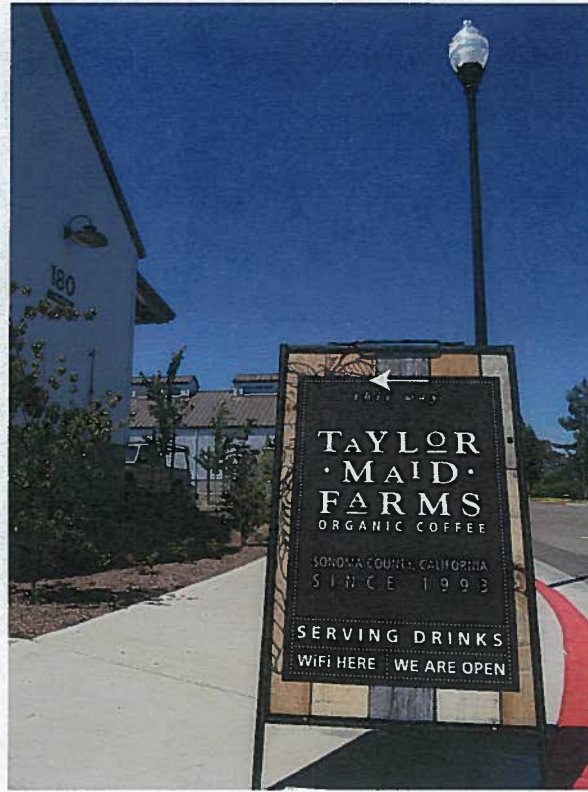
FRONT VIEW
Scale: 1/4" = 1'-0"



Directional Signs

SCOTT | AG

SR RREEF



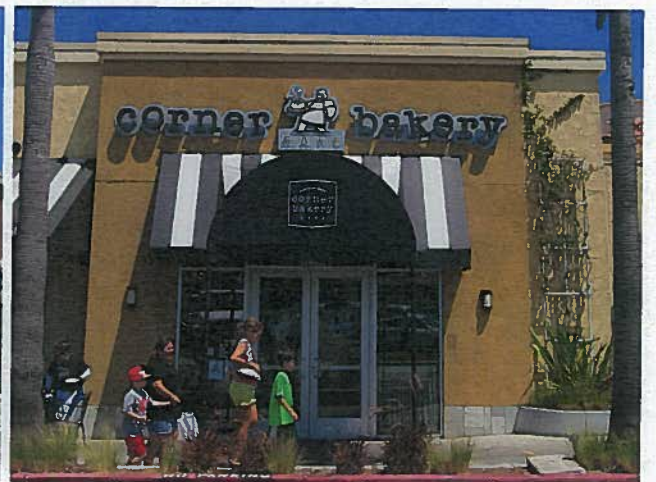
A-Frame Signs



Anchor & Department Store Wall Signs

SCOTT | AG

SR RREEF



Exterior Retail Tenant Wall Signs

SCOTT | AG

RR RREEF