



MANHATTAN VILLAGE SHOPPING CENTER 2600 – 3600 N. SEPULVEDA BLVD/ 1180 – 1200 ROSECRANS AVE SIGN EXCEPTION

PLANNING COMMISSION APRIL 29, 2020



BACKGROUND

- 44-Acre Site
- Almost 700,000 square feet of Commercial Space
- East Side of Sepulveda Boulevard, between Rosecrans Avenue and Marine Avenue
- Renovation and Expansion
 - 2014: City Council Resolution No. 14-0026
 - Previous Sign Exception
 - Currently Under Construction
- Perimeter Facing Areas vs Inward Facing Areas
- Surrounding Uses- Commercial
 - Buffered Residential Areas



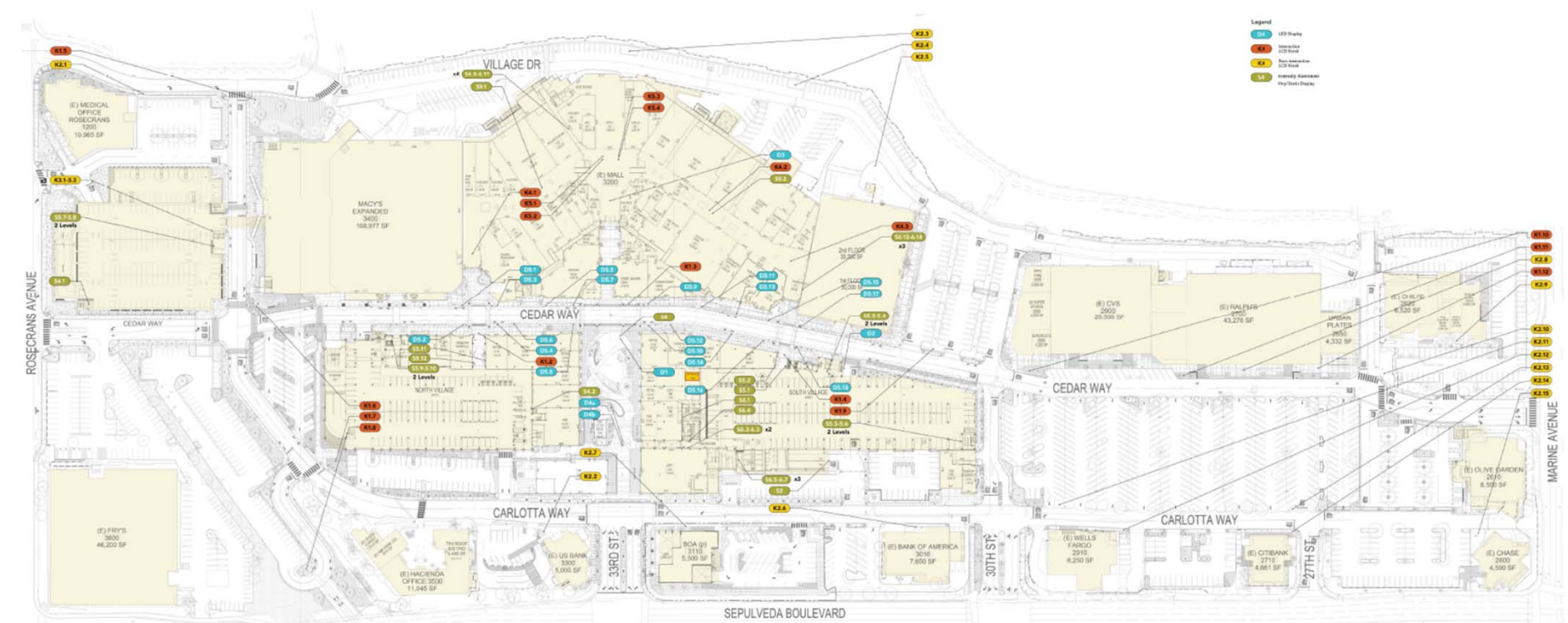
VICINITY MAP

- Inward Facing Areas
 - Carlotta Way
 - Cedar Way
- Outward Facing Areas
 - Sepulveda Blvd
 - Marine Ave
 - Rosecrans Ave
- Buffered Residential Areas



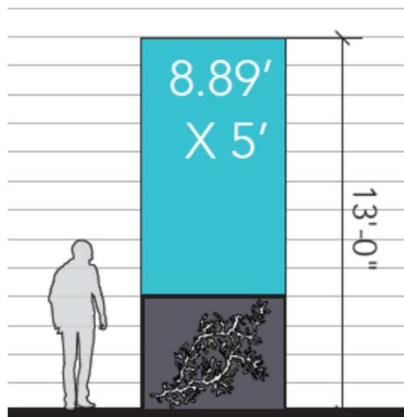
MEDIA SIGN PACKAGE DESCRIPTION

- Interior-Located Signs
 - Not on Sepulveda Blvd, Marine Ave, or Rosecrans Ave
- Directed Towards Existing MVSC Patrons
 - Not Towards Motorists or Pedestrians on Public Streets

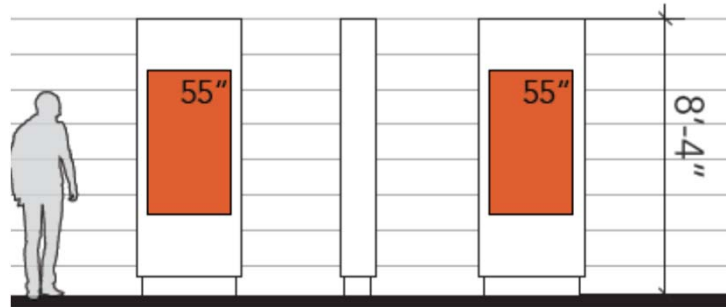


MEDIA SIGN PACKAGE

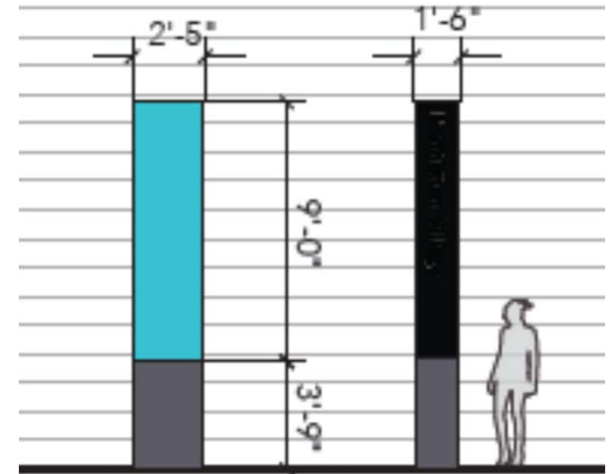
Examples of Proposed Signage



Façade
Mounted
LCD



LCD
Touchscreen
Kiosk



Dynamic
Posts



SIGN EXCEPTION REQUEST

- Digital Signage
 - Not Defined in Code
 - LCD Screens
- Off-Premise Signage
 - Does Not Advertise a Business, Product, or Service Located on the Premises of the Site
 - Prohibited by Code
- Total Signage: 3,822 square feet
- Sign Exception Independent of 2014 Sign Exception



REQUIRED FINDINGS

- “Not be detrimental to, nor adversely impact, the neighborhood or district in which the property is located. Potential impacts may include, but are not limited to, design.”
- “Necessary in order that the applicant may not be deprived unreasonably in the use or enjoyment of their property.”
- “The proposed Sign Exception is consistent with the legislative intent of this title.”



REQUIRED FINDINGS

- Signage Located on Interior of Site
 - Not Visible from Surrounding Properties and Streets
 - Doesn't Affect Neighboring Properties
- Manhattan Village Shopping Center Unique
 - By Far Largest Retail Property in City
 - Common Among Newer Shopping Centers
- Consistent with Legislative Intent of Sign Code



CONCLUSION



- Consider Sign Exception
- Adopt Resolution Approving Sign Exception with Conditions

