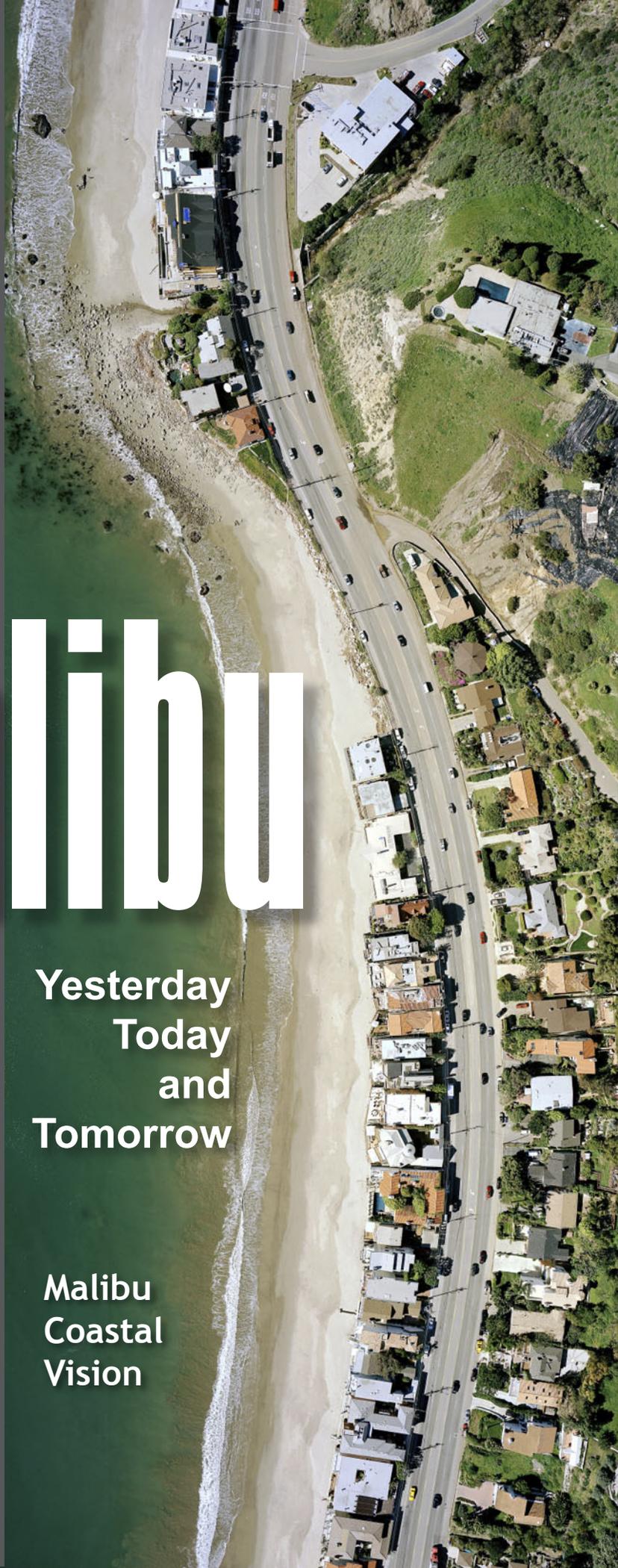


# Malibu

Yesterday  
Today  
and  
Tomorrow

Malibu  
Coastal  
Vision



Community Profile and Vision Framework

# MALIBU COASTAL VISION

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Malibu Coastal Vision, Inc.

P.O. Box 2314, Malibu CA ■ [www.malibucoastalvision.com](http://www.malibucoastalvision.com)



## Acknowledgements

First, we applaud the City Council in supporting and appropriating the funding for both the Phase I (2003-2004), Phase II (2004-2006) and now Phase III (2006-2008 efforts in planning and visioning the future of Malibu. Without their financial support, this effort could not have been undertaken. This visioning process has been well overseen by mostly the current City Council;

Jeff Jennings, Mayor

Pamela Ulich, Mayor Pro Tem

Sharon Barovsky

Andy Stern

Ken Kearsley

Along with the City Council's support came the investment of over 4,000 hours of free, pro bono time from over 350 citizens who gave of their time and insights at community roundtables, at public seminars, and who filled out survey forms. A conservative value of the expertise rendered is several hundred thousand dollars. However the primary responsibility for assembling the data contained in this book fell on the shoulders of the Malibu Coastal Vision (MCV) team whose members included Rich Davis, Margaret Shultz, Tony Shafer, Brian Merrick, Gretchen Hays, Bill Wishard, Amir Mahini and the late Chris Hasselquist.

MCV employed paid support from the Pepperdine School of Public Policy with project management and support from Danielle Killian, Adam Wingard, Juliet Allup and Jared Ide. Professor Michael Shires of Pepperdine and Alan Kotin of the University of Southern California provided further counsel and advice on a pro bono basis. The Pepperdine School of Public Policy prepared a *Capstone Report on Malibu Housing Trends* in April 2005. This report is found on the MCV web site and contains many valuable statistics about Malibu Housing.

MCV received services from the following public policy consulting firms and consultants on a paid basis: Applied Development Economics, Moore, Iacofano and Goltsman, RRM Design Group, Mary Higgins, Gary Amo and Robert Scott of the CivicCenter Group. Cover Photo: IstockPhoto, slobo 2006

This document is the product of Malibu Coastal Vision, Inc. - a private group of interested residents. It has been prepared to be submitted to the City for its consideration. The opinions expressed here are those of Malibu Coastal Vision, Inc., and not of the City of Malibu.



Compilation, editorial and publishing services provided by CivicCenter Group  
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## I. Introduction



Zuma Beach - 2008 [photojournalism@malibuonline.com](mailto:photojournalism@malibuonline.com)

The more we understand where we are and where we have been, the better we will be prepared to look to the future, to assess the community's options for management of change. If we do not control the future, the future will control us. This document addresses our ability to control the future by containing in one place the most important reference material and projections about this City. This is a compilation of information that is unparalleled in the short history of this City.

We summarize ten aspects of Malibu life that include:

1. Demographics – Who we are
2. Community Participation – Our dedication to our neighborhoods
3. Physical Environment – What we have been given
4. Land Use – Topography and geology constraints
5. Open Space and Beaches – Stewardship and sharing
6. Traffic and Circulation – One of our greatest challenges
7. Economy – Opportunities for our residents
8. Community Facilities and Services – Infrastructure development
9. Community Leadership – How we are governed
10. Schools and Education – Keys to our children's future

Few places in the world possess Malibu's balance of international reputation and small town quality of life. Malibu is located in the northwest corner of Los Angeles County, occupying a 21-mile stretch of coastline. The incorporated area is bordered by the Pacific Ocean on the south and the Santa Monica Mountains on the north. Neighboring communities include

*The history of California during the 19th and 20th centuries is one of unparalleled growth, from the '49ers during the gold rush, to the migrants fleeing the dust bowls of Okalahoma during the Depression, and the wave of immigration following World War II. The history of Malibu is a microcosm of that growth. Residents of 21st century Malibu continue to confront the pressures of growth that—without far-sighted checks and balances—could destroy the vision upon which modern Malibu was founded. That need not be the case if the citizens of Malibu carefully plan for the future.*



Topanga, Santa Monica, Calabasas, Pacific Palisades, Oxnard and Agoura Hills. An excellent history of the area from the time of its first residents, the Chumash Indians, through the founding of the Malibu Movie Colony and to the current day has been published by the Malibu Lagoon Museum and is available on the City website.

Access into and out of the City is limited to the Pacific Coast Highway and several canyon roads. The long narrow city is composed of neighborhoods including, Malibu West, Malibu Park, Point Dume, Paradise Cove, Winding Way, Ramirez Canyon, Sycamore Park, Corral Canyon, Malibu Country Estates, Malibu Bluffs, Serra Retreat, Sweetwater Mesa, Carbon Canyon and Mesa, La Costa, Las Flores Canyon and Mesa and Big Rock. In addition much of the 21 miles is beach front property either on the sand or on cliffs directly above the beach itself. The community of Malibu is one of the most desirable beach locations in all of Southern California. Few beachside cities can rival it. This is because of the area's ambience and blend of ocean front and rural properties.

When Malibu's citizens voted to incorporate in 1991, they did so largely to prevent Los Angeles County from installing sewage lines through Malibu and to take local control away from county government. There was also a strong feeling about minimizing growth, both residential and commercial yet providing better and more extensive public parks and facilities.

In the past few years the City has aggressively begun and completed several new and exciting projects including from east to west:

- [Las Flores Park](#)
- [Cross Creek Road Reconstruction](#)
- [Surface and sub-surface water treatment plants for the Civic Center area](#)
- [Legacy Park \(Former Chili Cook Off field\)](#)
- [Bluff's Park](#)
- [Trancas Park](#)

Photographs of these parks and facilities or their plans follow.

The purpose of this document is for people to better understand where we are and where we have been, so that we will be prepared to look to the future, to assess the community's options for management of change. If we do not control the future, the future will certainly control us.



Las Flores Park and Creek - *Malibu City Staff*



Bluffs Park - *Malibu City Staff*



Charmlee Park - *Malibu City Staff*



Trancas Park Master Plan



Malibu Legacy Park Project

## II. History



Beach Houses on Pacific Coast Hwy, Near Las Flores Cyn  
c. 1928, UCLA

For decades, the County of Los Angeles had tried to force an unwanted sewer system on Malibu, and to slice a new freeway right through its heart, parallel to Pacific Coast Highway (PCH)—improvements that would have allowed housing subdivisions and development to accommodate as many as 117,000 new residents. The Los Angeles Department of Water and Power even proposed siting a nuclear power plant near Corral Canyon—an idea that was ultimately defeated by citizen activists. Had these infrastructure projects materialized, Malibu would have been transformed into a very different place than it is today.<sup>1</sup>

*The past is an important ingredient in shaping a vision for the future. Being in the Path of Progress has been a mixed blessing for Malibu. Residents have always treasured its small town environment, yet, as an international icon, the City can hardly escape the spotlight. The City's 1991 incorporation came on the heels of a turbulent thirty-year struggle with the County of Los Angeles to control growth.*



A Clovis 8" spear point  
found at a Point Dume Site -  
*Malibu Times* Sept. 2, 2007

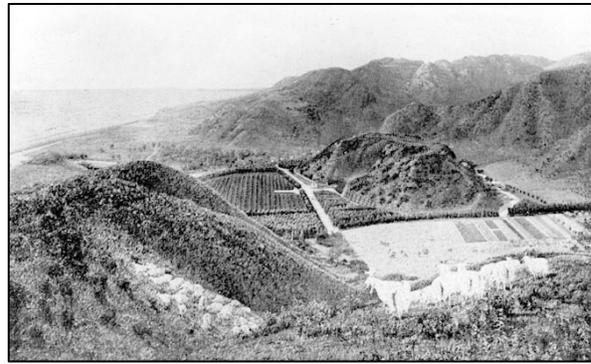
### Possible Original Malibuites

An archeological site in Point Dume is listed on the state's registry of historic places. The site, called "Farpoint" was discovered by archeologist Gary Stickel. Stickel said "This find could change our understanding of the settling of North America by ancient peoples. Instead of hunting parties traveling over the Siberian land ridge after the last Ice Age and settling here 14,000 years ago, this spear point might prove that early Europeans arrived on America's East coast and traveled over the whole continent to arrive here 17,000 years ago." The spearhead now resides at the Santa Barbara History Museum.

The Chumash Indians were later inhabitants of Malibu. Spanish settler Jose Bartoleme Tapia made the first legal claim to the lands of Malibu in 1802. Tapia built a ranch in the canyons, a ranch occupied by several subsequent generations.

<sup>1</sup> 2005 Business Directory & Community Guide, Report, Malibu Chamber of Commerce

In 1891, a wealthy New England family headed by Frederick and Rhoda May Rindge bought the 13,316-acre ranch in 1892 for \$300,000. The family invested money from their own business in New England, acquired financial support from Union Oil and Southern California Edison, and ultimately purchased the entire 27-mile Malibu coastline. They saw their newly acquired land as a retreat from the hustle and bustle of modern civilization. Frederick Rindge died in 1905.



Rindge Ranch, Malibu, California, c. 1925 - LAPL

To keep trespassers off their land, the Rindges employed a virtual army of guards, and fought hard to keep the land private. For 17 years, they battled with the City of Los Angeles to exclude the Southern Pacific Railroad, commercial development, and encroachers looking to acquire real estate.



Access was difficult before the construction of Pacific Coast Highway - c. 1890, David L. Clark

The Rindges ultimately surrendered to economic pressures and a 1925 Superior Court order establishing the state's right to eminent domain over the land. In 1928, the Roosevelt Highway (now known as Pacific Coast Highway) opened, allowing traffic to flow between Santa Monica and Oxnard, paving the way for future development and growth.

The litigation had cost the family most of their fortune. Hard hit by the depression, May Rindge decided to ease her financial woes by leasing portions of the property. In the 1930s, she sold the La Costa area for six million dollars; and home sites were leased along a

strand of the beach later known as the Malibu Colony. As matters grew worse for Mrs. Rindge, she began allowing outsiders to purchase land. The area became a popular retreat for celebrities who spent their vacations at their Malibu homes.<sup>2</sup>

Property owners were adamant that Malibu should remain a retreat from the hustle and bustle of the city life of Los Angeles. The desire to halt growth and development became even more pronounced in the 1970-1990 period when state concerns for the environment were also gaining momentum and public support.



Adamson House - 2008 [photojournalism@malibuonline.com](mailto:photojournalism@malibuonline.com)

<sup>2</sup> Cecelia Rasmussen, *LAunconventional*, published by the Los Angeles Times - 2003, pp.117-118

### III. Demographics

*The foundation for a vision is built largely upon who we are as a people and community: what we value, what we choose to preserve, and what we seek to change. Malibu is unique in the world in a number of ways, in its natural setting, and also in the residents it attracts.*



A day at the beach, Dmitry Obukhov, ISP 2004

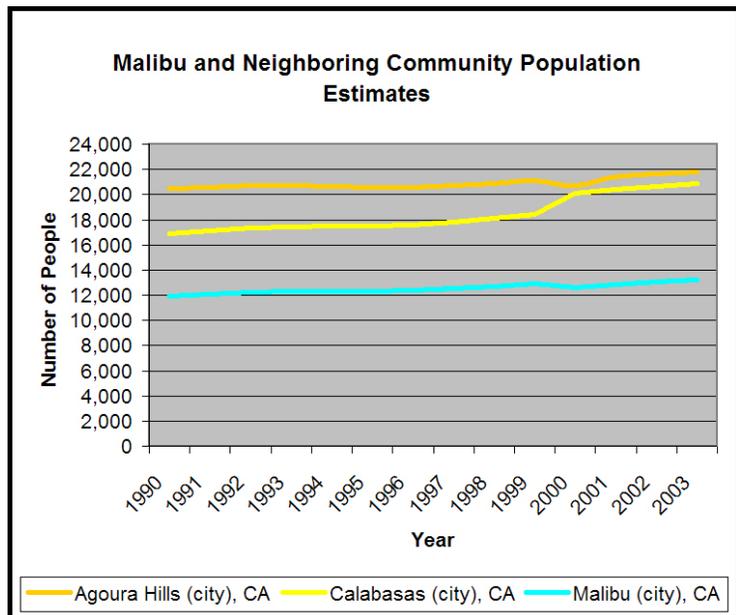
The size and makeup of the Malibu population has important implications for city policy, commercial interests and civic life. An understanding of the city's residents is essential to the task of projecting the city's needs, now and in the future.

- What can we expect for the future?
- What will Malibu's demographic profile be 25 years from now?
- What has happened to cause change?
- How can Malibu retain its uniqueness?

#### Population

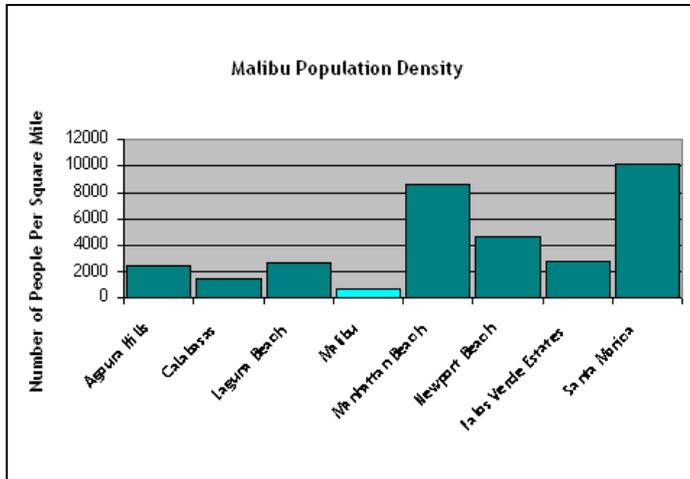
At the time of the 2000 Census, 12,575 people reported residing in Malibu, an increase of just over 200 people in the ten years since the previous Census. Of the 5,137 Malibu households, 25.3 percent include children under the age of 18.<sup>3</sup>

Figure 1 - Malibu and Neighboring Communities, Population Est, 1990-2003



<sup>3</sup> Source: US Census Bureau, 2000





Malibu’s population is less dense than the populations of surrounding communities and other beachside communities. A RAND Corporation study of Santa Monica and Malibu population density reveals that Malibu’s density of 632.86 people per square mile is less than half of that of Calabasas at 1,528.82, and approximately one-fourth the density of Palos Verdes Estates at 2,784.92, or the County of Los Angeles, which averages 2344.2 per square mile.

Figure 2 - Malibu Population Density - Source: RAND California

In comparison surrounding communities, this estimated population and the growth trends represented are quite low. The figure above illustrates the differences in overall population estimates between Malibu and some of its comparable neighbors.<sup>4</sup>

### Population Growth

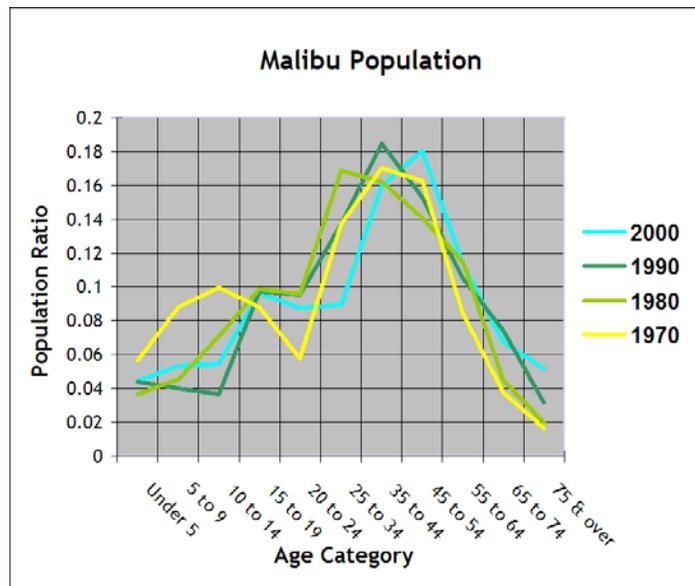
1990-2000	Malibu	Dana Point	Laguna Beach	Thousand Oaks	Beverly Hills	Los Angeles
People	6.67%	9.15%	2.35%	10.81%	5.37%	5.67%
Housing	6.00%	6.48%	0.92%	12.09%	0.84%	2.82%

Figure 3 - Population Growth 1990-2000 - Source: Malibu Housing Trends, p.7.

### Projections

The population growth rate from 1990 to 2000 was 6.67%; Malibu grew less than one percent. The incorporated area of Malibu has not seen dramatic increases in population similar to other cities surrounding Los Angeles and Santa Monica. This flat population trend is the result of the relatively high cost and limited inventory of housing in Malibu. Much of the topography is not conducive to development.

Figure 4 - Age Profile Malibu Population 1970-2000. Tony Shafer, Based on US Census data.



<sup>4</sup> U.S. States and City Total Population Estimates, Santa Monica, California: RAND, 2003



## Median ages

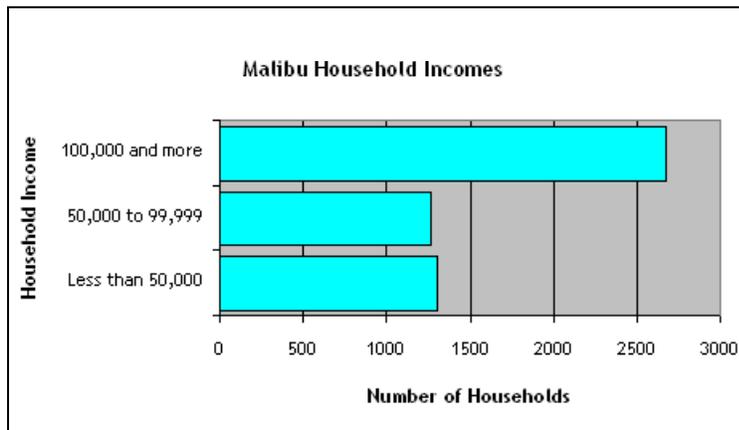
As with the broader U.S. population, the Malibu population is aging. While the majority of Malibuites are between the ages of 35 and 54, the senior and youth populations have experienced significant growth. The population of residents over 75 years old nearly doubled from 1990 to 2000 and is now larger than it has been in more than 30 years. Similarly, the population of 5-9 year olds and 10-14 year olds grew to levels not seen since the 1980s. In sharp contrast, the population of 25-34 year olds is as low as it has been since 1970.

## Median Household Income

The 2000 median income for a household in the city was \$102,031, and the median income for a family stood at \$123,293. Males have a median income of \$100,000+ versus \$46,919 for females.

## Per Capita Income

Malibu residents have higher incomes, on average, than other Californians and even those living in nearby communities. Malibu's median annual household income of \$102,031 more than doubles the median income of Santa Monica residents and far surpasses the incomes of those living in Agoura, Calabasas, and Thousand Oaks.



While the average income in Malibu is high, there is great income disparity within the community. While the majority (51 percent) of Malibu residents earn more than \$100,000, 20 percent earn more than \$200,000 annually. Another 20 percent make less than \$50,000 annually, with 3 percent living below the poverty level.<sup>5</sup>

Figure 5 - Malibu Household Incomes - Source: US Census Bureau

## Educational Attainment

Malibuites tend to have high levels of educational attainment. Census 2000 data reveals that the majority (59 percent) have completed a bachelor's degree and 27 percent have earned professional or graduate degrees.<sup>6</sup> Malibu parents reported even higher levels of educational attainment. Among Malibu parents, 77 percent have a college degree or higher level of education, and 43 percent have graduate or professional degrees.<sup>7</sup> Only 4 percent of the population did not receive a high school diploma.<sup>8</sup>

<sup>5</sup> Source: US Census, City of Malibu, California Profile of Selected Social Characteristics, 2000.

<sup>6</sup> *Ibid.*

<sup>7</sup> *Ibid.*

<sup>8</sup> *Ibid.*

## Age Distribution

Malibu’s total population reached 12,575 in 2000 with a median age of 43 years, compared to an L.A. County median of 32. The population is spread out across age categories: 19.6% under the age of 18, 7.9% from 18 to 24, 26.4% from 25 to 44, 32.0% from 45 to 64, and 14.0% who are 65 years of age or older. For every 100 females, there are 97.8 males, and in the under 18 years category 95.6 males.<sup>9</sup>

## Voter Characteristics

Of the voters registered in the City, many do not own property<sup>10</sup> according to the County Assessor’s list of property owners matched against the registered voters list. Many are renters in apartment buildings or residents of mobile home parks. It is not known how many owners are registered, or have primary residences elsewhere.<sup>11</sup>

Voter Registration in Malibu										
City	Registered	Democratic	Republican	AIP	Green	Libertarian	Nat. Law	P&F	Misc.	Declined
Los Angeles	1,432,935	806,669	293,325	23,607	12,951	7,496	3,874	10,136	10,498	264,379
Percentage	100%	56%	20%	2%	1%	1%	0%	1%	1%	18%
Malibu	8,772	3,666	2,979	125	105	58	16	30	103	1,690
Malibu Percentage	100%	42%	34%	1%	1%	1%	0.5%	0.5%	1%	19%

Figure 6 - Voter Registration in Malibu

## The People of Malibu

There are 5,137 households in Malibu out of which 25.3% have children under the age of 18 living with them, compared to 36.8% in L.A. County. Married couples living together make up 51.5% of households, 6.7% have a female householder with no husband present, and 38.4% are non-families. 27.3% of all households are made up of individuals and 6.7% have someone living alone who is 65 years of age or older. The average household size is 2.39 compared to 2.98 in the county, and the average family size is 2.86 compared to 3.61.<sup>12</sup>

Figure 7 - Population Ethnicity. Source: US Census Bureau, 2000

Ethnicity	Malibu	Los Angeles County
Non-Hispanic White	88.5%	31%
Latino	6%	47%
Black	0.9%	11%
Asian	2.6%	10%
Other	0.2%	3%

<sup>9</sup> *Ibid.*

<sup>10</sup> Source: Independent research, Jared Ide, Pepperdine Graduate School of Public.

<sup>11</sup> *Ibid.* This analysis comes from comparing the voter registration file with the County Assessor’s property owner lists.

<sup>12</sup> Source: US Census, City of Malibu, California Profile of Selected Social Characteristics, 2000.



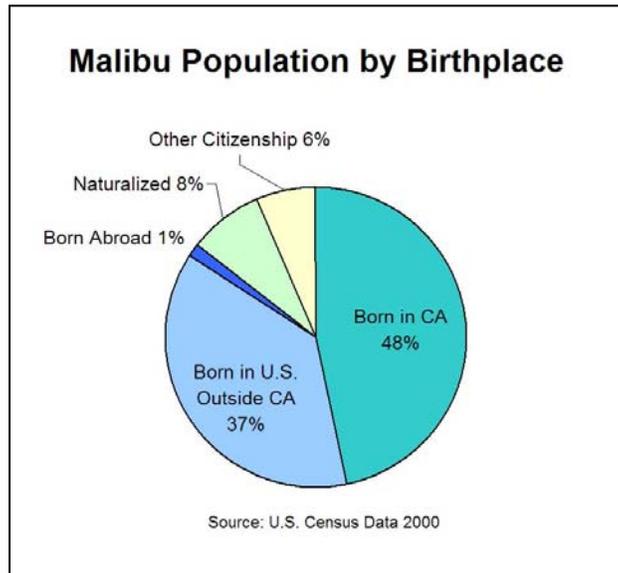


Figure 8 - Malibu Population by Birthplace

### *Future Considerations:*

- What impact can the higher growth rates of surrounding communities be expected to have on Malibu?
- What restricts Malibu's population density? Topography? Housing prices? Policy?
- How does the make-up of the Malibu population affect community life?
- Are there unique opportunities presented by Malibu's demographic make-up?
- What opportunities and challenges are presented by the growth in the senior and youth populations? By the income disparity of the population?

## IV. Community Participation

*An array of civic, social, artistic, business and service organizations enhance the fabric of the Malibu community. The challenge is to persuade more residents—youth in particular—to embrace this sense of community. No amount of wealth or development can substitute for community spirit and engagement.*

### Civic Life

Given its modest population, Malibu has a rather extensive complement of community organizations. Residents are passionate about their environment and active in their civic involvement. The following is a comprehensive list of Malibu civic organizations:

Allied Artists SM Mtns & Seashore: PO Box 6933, 310-457-9130  
Boys Girls Club/Teen Center of Malibu: 30215 Morning View Drive, 310-457-2582  
Cub Scout Pack 119: 3601 Winter Canyon Road, 310-456-5092  
Cub/Tiger Pack 224: 3601 Winder Canyon Road, 310-457-6052  
Daughters of the American Revolution: 310- 457-6052  
Esperanza Center: PO Box 4140, 310-457-6052  
Friends of Malibu Phoenix Foundation, Inc.: [www.malibuphoenix.com](http://www.malibuphoenix.com), 310-457-5119  
Friends of the Library: 23519 Civic Center Way, 310 456-6438  
Heal the Bay: 3220 Nebraska Avenue, 310-453-0395  
Justice for Homicide Victims Inc.: PO Box 2845, 310-457-0030  
Kiwanis Club of Malibu: PO Box 6053, 310-589-9266  
L. A. County Boy Scouts: 21663 Pacific Coast Hwy, 310-456-9795:  
LA County Girl Scouts: 21663 Pacific Coast Hwy, 310-456-9795  
Labor Exchange of Malibu: 23595 Civic Center Way, 310-317-4717  
Malibu Agriculture Project: 307656 Pacific Coast Highway, 310-457-4537  
Malibu Art Association: PO Box 414, 310-457-4170  
Malibu Art Foundation  
Malibu Association of Contractors: PO Box 2895, 310-317-1622  
Malibu Ballet & Performing Arts Society: 3898 Cross Creek Road, 310-456-8821  
Malibu Board Riders: 457-4804  
Malibu Celebration of Film: 310-456-6331  
Malibu Coastal Vision, Inc.: PO Box 2314, 310-456-1751  
Malibu Democrat Club: PO Box 561, 310-317-8677  
Malibu Foundation for Youth & Family: PO Box 6768, 310-589-6768  
Malibu Film Festival: PO Box 4166, 310-452-6688  
Malibu Garden Club: PO Box 4171, 310-457-4116  
Malibu Green Machine: [green@MaibuGreenMachine.org](mailto:green@MaibuGreenMachine.org)  
Malibu Lions Club: PO Box 591, 310-457-9638  
Malibu Little League: PO Box 262, 310-317-2018  
Malibu Orchid Society: PO Box 1244, 310-395-1753  
Malibu Republican Women's Fed.: PO Box 2484, 310-456-9696



Malibu Senior Center: 310-456-2489  
Malibu Surfing Association: PO Box 2562, 818-882-8396  
Malibu Township Council: PO Box 803, 310-456-2676  
Malibu Trails Association: PO Box 6824, 310-457-6629  
Malibu Women's Club: PO Box 2853, 310-457-9914  
Malibu Yacht Club: PO Box 6556, 310-457-2069  
Meals on Wheels: 310-394-7558  
Mountains Restoration Trust: 818-591-1701  
Optimist Club of Malibu: PO Box 501, 310-317-1630  
Palisades-Malibu YMCA: 310-454-5591  
Rotary Club of Malibu: PO Box 716, 213- 369-0477  
Save Our Coast and Dolphin Watch: 310-457-2205  
School on Wheels, Inc.: PO box 2283, 310-589-2642  
Surfrider Foundation-Malibu: PO Box 953, 310-451-1010  
The Children's Lifesaving Foundation: 31239 1/4 Bailard Road, 310-457-6166  
Trancas Riders and Ropers: PO Box 412, 310-456-1037  
Women in Film: PO Box 2222, 310-457-8664

## *Churches*

Malibu has 12 houses of worship, embracing a wide variety of faiths; one for every 1,000 people who live in the city.

Bahai' Faith: 29500 Heathercliff Road #129 310-457-5336  
Chabad of Malibu: 22933 Pacific Coast Highway, 310-456-6588  
First Church of Christ Scientist: 28635 Pacific Coast Highway, 310-457-7767  
Jehovah's Witness: 32057 Pacific Coast Highway, 310-457-8300  
Malibu Church of Christ: Pepperdine Univ. 24255 Pacific Coast Highway, 310-506-4504  
Malibu Jewish Center and Synagogue: 24855 Pacific Coast Highway, 310-456-1611  
Malibu Presbyterian Church: 3324 Malibu Canyon Road, 310-456-7505  
Malibu United Methodist Church: 30128 Morningview Drive, 310-457-7505  
Our Lady of Malibu Catholic Church: 3625 Winter Cyn Rd., 310-456-2361  
St Aidan's Episcopal Church: 28211 Pacific Coast Highway, 310-457-7966  
Vineyard Christian Fellowship: 23825 Stuart Ranch Road, 310-317-4293

## *Youth Life and Organizations*

Youngsters living and growing up in Malibu have many life choices available to them. A community of caring adults, safe places and natural wonders surrounds them. To the extent they have reliable transportation and supervision, Malibu's youth can enjoy nature in the morning and big city offerings in the afternoon. The mountains and ocean are wonderful places for all to explore, and offer unique opportunities for youth living near such a populated region. Malibu is home to many parks, camps, beaches and recreation areas. In addition to the natural-resource-based activities, Malibu youth may participate in organized group or individual sports, such as soccer, baseball, softball, volleyball, basketball, swimming, water polo, track, fencing, skateboarding, horseback riding, tennis, and surfing.

The Los Angeles County Department of Beaches and Harbors, California State Parks, Malibu Makos Surf Camp and various individuals provide Junior Lifeguard, Water Awareness and Surfing programs. Water safety and recreation plays a big role in the lives of many Malibu



youth. The mountain parks, conservancies and environmental groups provide a myriad of recreational and community service opportunities for Malibu youth.

There are three libraries available, L.A. County, Malibu High and Pepperdine University. Diesel, a bookstore and Malibu Shaman offer current material. Fine Arts programs offered to Malibu youth include studio art and performing arts (dance, drama, music).

The City of Malibu offers a variety of programs at reasonable prices through the Parks and Recreation Department.

The Malibu Foundation for Youth and Families was founded in December of 1999, after the shootings at Columbine proved that no community is immune to the challenges facing youth today. By forming partnerships with the Santa Monica-Malibu Unified School District, the local community and the Boys & Girls Clubs of America, the Foundation established the Boys & Girls Club of Malibu Teen Center, serving over 1,200 teens.

The Center, on the Malibu High School campus, provides program opportunities for youth in the sixth through twelfth grades. Its mission is to inspire and enable young people, especially those from the underserved teen population, to realize their full potential as caring, responsible, and confident community members. Drop-in Programs are offered, where teens can “hang out” with their friends, learning and growing by participating in hourly activities.

#### City of Malibu Youth Programs:

- Cine Malibu
- Equestrian Center/Park: 317-1364
- Harry Barovsky Memorial Youth Commission
- Malibu Community Pool: 589-1933
- Parks and Recreation Programs
- Youth Basketball League
- Youth Commission
- Youth T-Ball League
- Youth Water Polo League

#### Other Programs

Adamson House & Malibu Lagoon: 456-8432

Boys and Girls Club of Malibu Teen Center: 457-CLUB

Boys and Girls Scouts of America

California Department of Parks & Recreation: (805) 370-2301

Camp Bloomfield: (323) 295-4555

Camp Hess Kramer: (213) 388-2401

Camp JCA Shalom: (818) 889-5500

Camp Joan Mier: 457-9863

Charmlee Wilderness Park: 457-7247

Cottontail Ranch: (800) 700-CAMP

Gindling Hilltop Camp: (213) 388-2401

ID Tech Computer Camp - Pepperdine University: (888) 709-8324

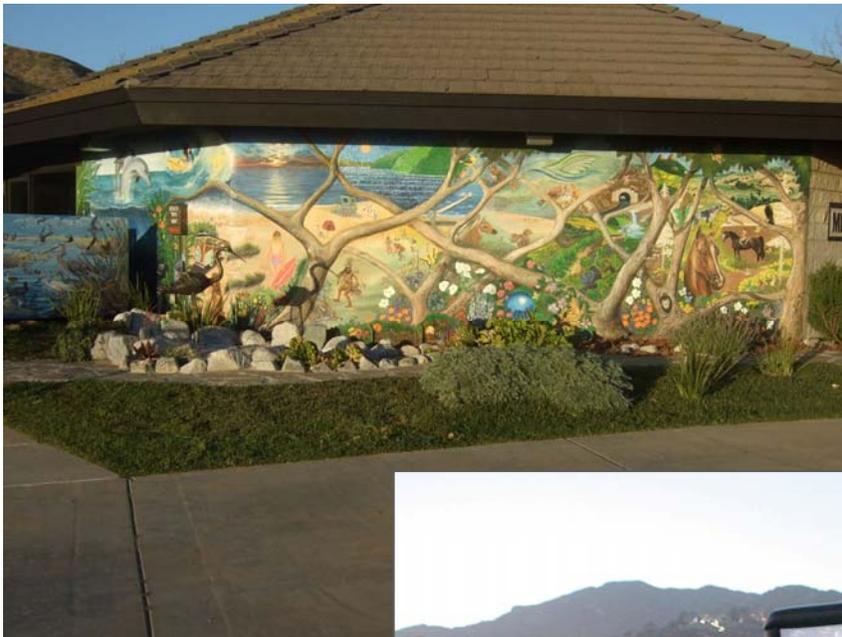


Los Angeles County Fire Department  
- Junior Lifeguard Program  
- Water Awareness Training, Education and Recreation Program  
Malibu Arts Festival: 456-9025  
Malibu AYSO: 317-2020  
Malibu Ballet Society  
Malibu Boardriders Club  
Malibu Farmers Market: 456-9025  
Malibu Film Festival: 452-6688  
The Malibu Foundation for Environmental Education: 652-4324  
Malibu Foundation for Youth and Families: 589-8363  
Malibu Jewish Center Pre-School Summer Camp: 456-2296  
Malibu Little League: 317-2018  
Malibu Makos Surf Club: 924-5321  
Malibu Pony League Baseball  
Malibu Stage Company  
Malibu Studio for Performing Arts and Malibu Fencing Club: 456-1235  
MHS Malibu Water Polo Foundation  
Mountain Restoration Trust: (818) 591-1701 x203  
Mountains Recreation & Conservation Authority Education & Outreach Programs: 580-3200  
Nautica Malibu Triathlon: (818) 707-8867  
Palisades-Malibu YMCA: 454-5591  
Pepperdine University: 506-4000  
The Salvation Army Camp - Mt. Craggs & Camp Gilmore: (213) 896-9160  
Santa Monica Mountains Conservancy - Ramirez Canyon Park: 589-2850 x 301  
Sheriff's Youth Foundation  
State and County Beaches  
Surfers Healing - surf camp: (949) 728-1200



## *A Community of Shared Concerns:*

- What do we want for the future of Malibu?
- How do we adopt a clear vision of these goals and objectives?
- What makes us unique?
- How can we increase the civic involvement of Malibu residents?
- How are our challenges different from other cities?
- What obstacles do we face?
- How can we better resolve conflicts?
- How can Malibu residents work together to craft a new, more positive future?



Bluffs Park Mural - 2008  
*photojournalism@malibuonline.com*



Jaws-Cine Malibu - 2008  
*photojournalism@malibuonline.com*

## V. Schools and Education

### Pepperdine

Pepperdine University, sits at one the major gateways to the City of Malibu. Perched at the mouth of Malibu Canyon Road, Pepperdine is a highly regarded and nationally ranked private university, affiliated with the Church of Christ. The campus acquired landmark status with its magnificent green lawns that spill down from the campus to meet Pacific Coast Highway.

### Santa Monica-Malibu Unified School District



Malibu High School

Malibu's four public schools are part of the greater 18-school Santa Monica-Malibu Unified School District (SMMUSD) and include a marine science magnet school at Pt. Dume. During the 2003-2004 school year, Malibu public schools reported serving 2,412 of Malibu's students. More than half of students attending our public schools attended Malibu High. Until the 1990s high school students from Malibu were

required to bus into Santa Monica for grades 10-12. Now they have a choice of the two campuses. The former Malibu Park Junior High campus is now home to Malibu High School and Malibu Middle School serving grades 6-12.

Like most public schools, Malibu schools are funded through state property taxes. The City of Malibu has historically made additional contributions to the district's budget; it provided a \$150,000 supplement to the school budget in 2005-06. The Malibu community supplements the district's budget through direct donations to the Malibu High Shark Fund and the PTAs at each of the elementary schools.



Point Dume Marine Science School

Malibu public school students enjoy small schools close to home. According to the 2005 figures, all SMMUSD schools exceeded the state Academic Performance Index averages. The 2004-05 district graduation rate was 98.5% and expenditure per student was \$7,958. The number of students at Juan Cabrillo and Pt. Dume elementary schools usually is between 300-350, Webster elementary between 400-425 and Malibu High between 1000 and 1100.



Webster School



Juan Cabrillo School

Santa Monica-Malibu Unified School District		
	SMMUSD	California
Student/Teacher Ratio 2004-05	21.20:1	20.20:1
Graduation Rate 2004-05	98.5%	85.30%
Expenditure Per Student 2003-04	\$7,958	\$7,127

Figure 9 - Statistical Comparison with State of California

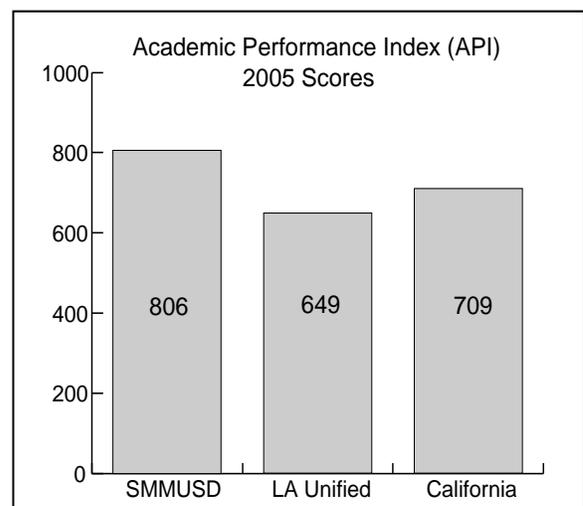
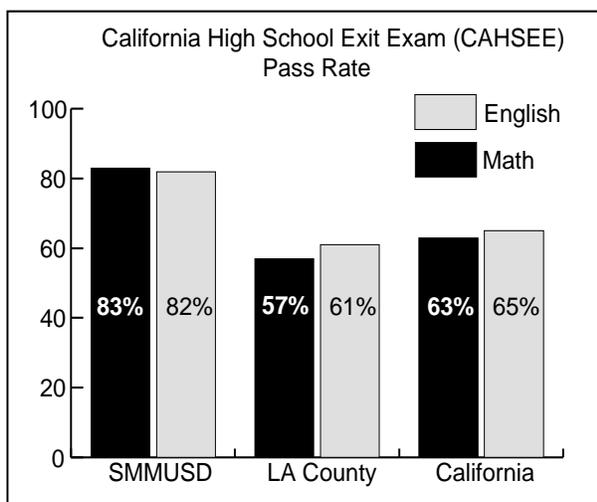


Figure 10/Figure 11 - Academic Achievement, API and CAHSEE scores. Source: California Department of Education

*Public Art in our Public Schools*

Malibu High School / Malibu Middle School



Photos: 2008 - [photojournalism@malibuonline.com](mailto:photojournalism@malibuonline.com)



# Public Art in our Public Schools

Point Dume Marine Science School

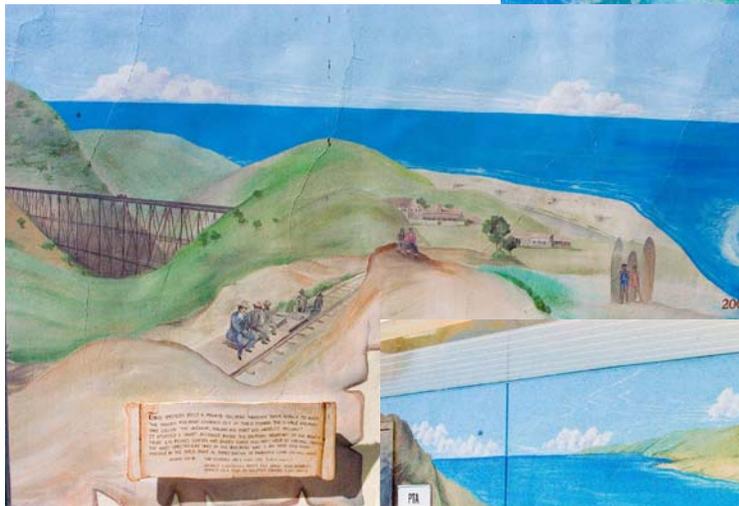


Photos: 2008 - [photojournalism@malibuonline.com](mailto:photojournalism@malibuonline.com)



# Public Art in our Public Schools

## Juan Cabrillo School



Photos: 2008 - [photojournalism@malibuonline.com](mailto:photojournalism@malibuonline.com)



# Public Art in our Public Schools

Webster School



Photos: 2008 -  
[photojournalism@malibuonline.com](mailto:photojournalism@malibuonline.com)



## VI. Physical Environment



Malibu Lagoon

*If there is a single notable feature of Malibu that defines it above all others, it is the physical environment.*

*Breathtaking landscapes form a backdrop for a vibrant beachfront community. The world-renowned Malibu surf and sand attract millions of visitors from all parts of the world.*

Malibu is a 21-mile ribbon, winding along the scenic Southern California coastline. The Santa Monica Mountains are the world's largest wildland lying within the boundaries of a major city—Los Angeles—and shield Malibu from the major population centers of Los Angeles and Ventura Counties. A mix of public, private, open and secluded beaches embrace the Malibu coastline. The region enjoys scenic canyon roads, open-spaces, and stunning cliffs and ridgelines.

### *Climate*

Malibu benefits from a temperate Mediterranean climate. Temperatures are confined to a narrow range from 60 degrees in winter to a mere 75 degrees the summer. Sea breezes moderate the temperature and keep the air relatively clear. The *marine layer*, a temporary cool fog, covers Malibu on some mornings, usually burning off during the course of the day. With 150 cloudless days per year, Malibu averages only 2.3 days of rain per month. Rain normally falls five days per month from December to March.



Escondido Falls after a storm, 2005 - M. Shultz

Malibu is part of the Santa Monica Mountains region, a unique habitat area. On a global scale, the area is part of the Mediterranean Scrub biome,<sup>13</sup> a type found in only five areas worldwide: the Mediterranean Sea, Chile, South Africa, Australia, and Southern California. These occur on western coasts with cold offshore ocean currents. Mediterranean climates experience wet winters, dry summers and 15 to 40 inches of annual rainfall. Temperatures are moderated by the maritime influence and fog associated with the cold ocean currents.

## *Geology, Topography and Tidal Activity*

Malibu's picturesque terrain extends east to west in contrast to an otherwise north-south Pacific coastline. California's only transverse (east-west) mountain range converges with the beaches in many areas; picturesque bluffs loom over secluded beach coves, while in the west, sloping foothills extend into broad, open dunes and trace canyon watersheds that feed the Pacific. The civic center area in the middle and the Point Dume mesa in the west separate the mountains from the ocean.



Rindge Dam after a storm 1983 - *David L Clark*

### Areas of Geologic Hazard

Nature is constantly altering the Malibu terrain. The area's Santa Monica Mountains with their earthquake faults, volcanic intrusions and marine fossils, provide dramatic evidence of that constant change. The National Park service explains that mountains hugging Malibu's coastline were formed by the same geologic uplift that created the nearby Channel Islands.

Much of Malibu life is shaped by its unique geography. Surfrider Beach, Broad Beach, Pirate's Cove, Zuma Beach, and Trancas are popular stops along the Malibu coast. Point Dume forms the northern end of the Santa Monica Bay, and its public park provides a vista extending to the Palos Verdes Peninsula and Santa Catalina Island 40 miles to the south. Events, such as landslides, fire and flooding affect traffic circulation, city budgets, and even service group projects. They have also produced notable changes in the Big Rock and Solstice Canyon areas in recent years.

### Earthquake Faults

There are numerous earthquake faults in and around the Malibu area, including the Malibu Coast Fault, the Santa Monica Fault, the Las Flores Reverse Fault, and the Anacapa Fault. These faults are not well defined and they are not generally visible on the surface. The Malibu General Plan, Safety and Health Element delineates a 1,000-foot area on either side of all faults as areas that could be subject to seismic hazard.<sup>14</sup>

Few areas of significant liquefaction susceptibility exist in the City of Malibu. These few areas are located along the beaches and in the flood plains of the major streams, such as Malibu Creek.

<sup>13</sup> Biome: a major biotic community characterized by the dominant forms of plant life and the prevailing climate, *Wordnet*

<sup>14</sup> City of Malibu, CA, Malibu General Plan, November 1995, Safety and Health Element, Sec. 5, p.6

## Landslides

Some areas of the Malibu coastal bluffs are retreating as part of the natural shoreline erosion process. Neglect, human intervention and often even special attention, given to surface drainage, can affect this erosion. Geological change is also frequent. Landslides induced by fire and flood cycles have produced notable changes in the Big Rock, Solstice Canyon areas in recent years.



Malibu beach house washed off foundation by tides. 1936 - *David L. Clark*

Landslide, Pacific Coast Highway, 1983 - *David L. Clark*

## Fires

Southern California, and Los Angeles County in particular, is prone to wildfires during the "fire season." The weather is a valuable asset, but Santa Ana winds,<sup>15</sup> typically occurring in the fall and early winter, can turn the sage and chaparral of Malibu hillsides to ready tinder. These chaparral-covered, fire-dependent ecosystems provide fuel for wildfires, often exceeding the capabilities of the region's firefighters. During these events, the winds drive flames from the inland mountains toward the coastline.



Malibu Fire. 1993

<sup>15</sup> Warm, dry offshore wind currents occurring in Southern California in autumn and early winter

Fire is a natural part of the chaparral ecosystem's life cycle. The constant threat of wildfires causes residents to be ever vigilant.

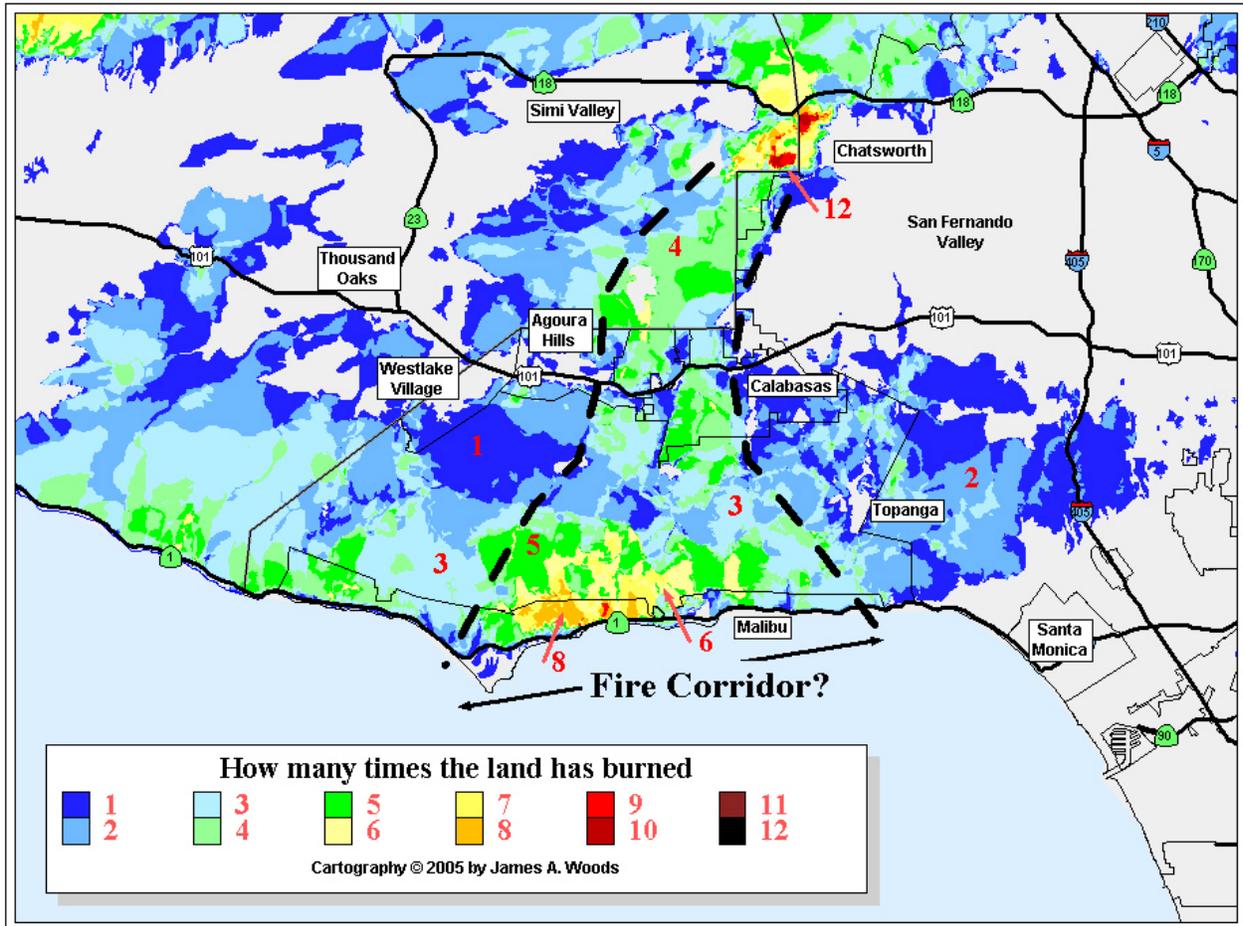


Figure 12 - Fire History Map, James Woods

The map above illustrates the patterns of historic Santa Monica Mountain fires. All areas of Malibu have burned at least once in the last 100 years, while the stretch surrounding Malibu Canyon has burned in consistent five to fifteen year intervals. The majority of the City has experienced brush fires at one time or another within the last 30 years, the most recent major fire being the Old Topanga/Malibu Fire of November 1993. This fire destroyed or damaged approximately 300 Malibu homes, burning over 18,000 acres between its point of origin in Calabasas, through Topanga Canyon and on to Malibu.

The most significant loss was in the Big Rock Mesa, Las Flores Canyon and Mesa, La Costa and Carbon Canyon and Mesa areas. Point Dume has escaped fires for the last 30 years.

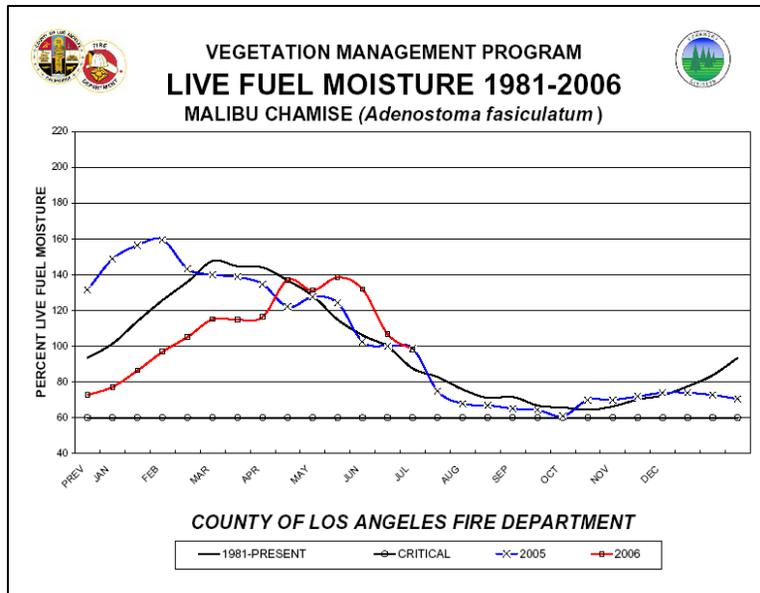


Figure 13 - Live Fuel Moisture, 1981-2006, Los Angeles Co. Fire Dept.

**Questions to Consider:**

- How can Malibu residents and the City best prepare for inevitable natural disasters?
- Are changes to public habits necessary to protect Malibu’s sensitive habitats?
- Are sensitive habitats more vulnerable to human activity or natural disaster?

## VII. Land Use



Point Dume, 2002, CA Coastal Records Project

*Most of Malibu's urban form is dictated by topography and geology; the framework for land use developed well before any formal planning process existed. History teaches us that areas do change over time; we can simply react to changes, or engage in proactive dialogues, develop a vision, and shape the future of our community.*

### Land Use Overview

The City of Malibu covers 19.9 square miles of land area, and—given the three-mile limit of its jurisdiction—another 81.1 square miles of the Pacific Ocean.<sup>16</sup> It measures 21 miles in length from East to West. It averages about a mile width north to south over its length.

#### Developed versus undeveloped land

The Malibu General Plan designates 14.9% of Malibu's 1,869.9 acres as public open space. An additional 60.4%, 7,578.3 acres, is described as private undeveloped land. Most of the vacant land in Malibu is still in a natural state.

#### Land distribution

The General Plan—built upon community consensus beginning at the time of the City's incorporation—governs the allocation of Malibu's 12,552 acres of land to: recreation/open space, hillsides, residential property and commercial uses. A large percentage of the lands are either officially preserved open space or undeveloped private land.

Commercial and residential development flanks the Pacific Coast Highway from Topanga Canyon to Trancas Canyon. The Malibu civic center, located at the base of Malibu Canyon, and Point Dume Plaza are the major commercial centers. The amount of land, 1.5% (184.9 acres), designated for commercial uses is relatively small. Single family residential at 19.4% covers 2,429.9 acres, with other residential including multi-family and mobile home sites accounting for 2.2% (277.1 acres).

<sup>16</sup> Source: US Census Bureau



Land Use Type	Number of Acres	Percent of Land Use
Residential Single Family	2429.9	19.4%
Residential Multi-Family	175.3	1.4%
Residential Mobile Home	101.8	0.8%
Commercial and Retail	144.9	1.2%
Commercial Recreational	40.0	3.1%
Research & Development	17.7	0.2%
Public & Semi-Public Facilities	169.4	1.3%
Horticulture	24.8	0.2%
Open Space	1,869.9	14.9%
Vacant	7,578.3	60.4%
Total	12,552	100.0%

### Tiered land-use policy rights - Local Coastal Program

Federal and state regulations guide much of City policy regarding the use of public and private lands in Malibu. The Coastal Act of 1976 provided for reduction of additional environmental degradation, mandating residential or commercial. Pursuant to the Coastal Act, a county Land Use Plan was drafted in 1977. Due to Malibu's uniquely sensitive habitat, most of the City was designated as an ESHA (Environmentally Sensitive Habitat Area). In 2004, a Court ruling validated the 2002 formation of a Local Coastal Program for Malibu (LCP) by the California Coastal Commission. This plan now takes precedence over the Malibu General Plan.<sup>17</sup>

Understanding these constraints is key to understanding the issues surrounding residential and commercial land use in Malibu. The purpose of these measures is to preserve the environment in coastal regions.

Figure 14 - Existing Land Use, 1990 Malibu General Plan

In an effort to increase public access to Malibu's natural resources and protect the environment, the California Coastal Commission's Local Coastal Program (LCP) replaces previous zoning laws.

The LCP program also mandates increasing public access to all Malibu beaches and controls the construction of bike paths, public sidewalks, septic systems and landscaping .

<sup>17</sup> City of Malibu Local Coastal Program and Land Use Plan 2002, Sacramento, CA, California Coastal Commission, 2002



The Coastal Act aims to limit growth and address environmental concerns over hydrology, wildlife protection and geologic issues such as mudslides and erosion. In limiting further residential growth and subdivision, which would inevitably impact the environment, the act has provided an enforcement mechanism that supports the long-standing anti-growth sentiment in Malibu.

While the LCP helps to prevent unwanted growth in Malibu, it also makes it difficult for residents to exercise their property rights.<sup>18</sup> The City of Malibu seeks to preserve the rights of the property owners, particularly regarding beach access. This is generally not in accordance with the Coastal Commission's mission of maintaining public access to beaches. Malibu has resisted implementing the LCP, petitioning the California Supreme Court to overturn the CCC requirements. The court denied the petition,<sup>19</sup> forcing Malibu to implement changes to the existing LCP including:

1. Policy guiding interaction with the ocean and creeks
2. Policies guiding greenbelt interaction
3. Distribution of commercial services
4. Commercial space to residential to public use



Redtail Hawk in the mountains above Malibu, David L. Clark

## Commercial

The commercial area in the civic center is the most visible community gathering place in Malibu and is in close proximity to City Hall, and a future site for a new City Hall. The long, slender geography of the City and traffic along PCH have led to the development of multiple small commercial centers. These community gathering places include Rambla Pacifico, PCH and the civic center in the center of town, La Costa Center in the east, the Kanan Dume area, the Point Dume Plaza and the Trancas area in the west.

Malibu has 480,000 square feet of commercial space spread along 21 miles of the Pacific Coast Highway. The commercial businesses occupying the space serve nearly 13,000 residents of Malibu and nearly 15 million beach visitors each year. Since incorporation, limited new commercial space has been approved in Malibu (Malibu Rancho Hotel, Mariposa Land Storage Facility, Ed Niles commercial office building and Sky Storage facility were all approved after incorporation) even though the population has expanded by 2,000. With almost no vacancies, the few businesses that do leave Malibu provide very limited opportunity for improving the quality of space or for adjusting rents to the current market.

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<sup>18</sup> *Malibu Housing Trends*, p.19-20

<sup>19</sup> *City of Malibu v. California Coastal Commission*, 121 Cal.App.4th 989, 18 Cal.Rptr.3d 40, 2nd District. August 23, 2004

Retail Space Area of Malibu	Space Built	Space Vacant	Percent Vacant
Topanga Canyon to Malibu Pier	63,820	0	0%
Civic Center to Puerco Canyon	248,750	6,100	2%
Kanan Dume Canyon Rd to Trancas	109,800	1,600	1%

Figure 15 - Malibu, Retail Space Vacancy 1999. Source: Applied Development Economics, provided by Beitler Realty

Office Space Area of Malibu	Space Built	Space Vacant	Percent Vacant
Topanga Canyon to Malibu Pier	101,120	3,000	3%
Civic Center to Puerco Canyon	145,000	12,700	9%
Kanan Dume Canyon Rd to Trancas	83,200	0	0%

Figure 16 - Malibu, Office Space Vacancy 1999. Source: Applied Development Economics, data provided by Beitler Realty

Between Kanan-Dume Canyon Road and Trancas, there are two commercial nodes: 50,000 square feet of retail at Point Dume Plaza, and 50,000 square feet of retail serving the Trancas Canyon area. The Point Dume retailers attract almost no visitor spending, and primarily serve the local community. By contrast, the Trancas Market complex does extremely well with visitors. It is directly adjacent to bustling Zuma Beach. The retail space inventory in this district is limited to 109,800 square feet; during the last part of 1999, there was only a 1.5 percent vacancy rate.<sup>20</sup>

The civic center area is Malibu's main retail destination, comprised of two distinct shopping areas with nearly 250,000 square feet of commercial space. Civic center retailers primarily serve the local community; they also serve a percentage of the many visitors who pass through Malibu each year. The LCP prohibits any further development of the civic center complex until a specific plan for the area is approved.

Retail stores located near Cross Creek Road and the PCH intersection form one commercial node of the civic center area. This cluster is under the ownership of nine different entities. The Malibu Colony Plaza was redeveloped in 1989 as a community-based shopping center with 115,000 square feet of space including Ralph's supermarket and CVS Pharmacy as anchor tenants and is the second node in the civic center area.

Previously an independent shopping area, the Malibu Colony Plaza was redeveloped in 1989 as a community-based shopping center with 115,000 square feet of space including Ralph's supermarket and Sav-On Drugs as anchor tenants.

Malibu is considered part of the Westside of Los Angeles<sup>21</sup> market, where office space vacancies spiked in 2001 to 17% in the wake of the dot-com bust. Overall, Westside spaces

<sup>20</sup> Markets generally anticipate vacancy rates in the five percent range.

<sup>21</sup> Malibu is tabulated as "west" Westside by economists.

had recovered to a range of 9.8% by late 2005. Lease rates in the Westside are among the highest in the nation with comparable spaces in Santa Monica averaging \$3.49 per square foot. Part of the reason given is that the Westside is “essentially built-out.”<sup>22</sup>

## Residential

Since incorporation, there has been limited expansion of the housing supply.

Malibu is generally comprised of residentially zoned lots in small clusters ranging from 10,000 square feet to an acre in size, midsize parcels of two, five and ten acres, and large parcels exceeding 20 acres on the coastal slopes throughout the City and up to 200 acres in the extreme western portion of the City. Local Realtors believe there are only 200-500 economically buildable lots left in the city. There are many more buildable lots adjacent to Malibu, but outside the city limits.<sup>23</sup>

Property in this area is some of the most expensive in the United States, and is subject to stringent development limitations. Real estate lying beyond the first range of hills and lacking an ocean view is generally less expensive.

### Housing Values and Prices

The general housing market, and Southern California in particular, softened in the mid-1990s, ending the decade almost even with where it started. As of 2000, the median home sale price in Malibu topped one million dollars, yet 88 percent of Malibu homes were valued at more than \$500,000. Since 2000, housing prices have soared. The median-priced Malibu home that sold for \$1,000,000 in 2000 had risen to \$1,675,000 by the end of 2003. The median home sale price then shot up to \$2,500,000 by the end of 2005, a gain of 150% since 2000. The comparable median home reached \$1.5 million by 2005, a gain of 125% since 2000.<sup>24</sup>

Prices and rentals in Malibu’s mobile home parks, which are the area’s primary affordable housing stock, have also risen. In 2000, the median space rent was \$1,652 per month, with 77% of tenants paying over \$1,000 per month. Nearly 40% of the renters spent 35% or more of their income on rent.

### Average Income Ratio to Housing Cost

Malibu’s median family income in 2000 was \$123,293<sup>25</sup> while Malibu’s per capita income was \$74,336. While comparatively high, these income levels do not reconcile with home values. In general, the annual income of Malibu residents is not sufficient to afford to purchase the homes in which they now live. This phenomenon may be explained partially by the purchase of homes from accumulated wealth—not included in stated annual income—inheritance, or property values dramatically outpacing incomes.

### Housing Trend, City of Malibu - 1992 to 2000

New home construction since Malibu’s 1991 incorporation has been moderate. However, the 1993 Old Topanga/Malibu Fire destroyed 268 homes and reduced the housing supply to below 6,000 units. It was not until 1999 that the City recovered the housing lost in the fire. Remodels, burnout rebuilds and additions have dominated building activity. As of January 1,

<sup>22</sup> Source: Grubb & Ellis Research Services

<sup>23</sup> Source: Interview, based on records of Coldwell Banker Residential Brokerage, Malibu, 2005

<sup>24</sup> Source: Interview, Rick Wallace, *Malibu Times*, Feb 2, 2006

<sup>25</sup> Source: US Census Bureau, 2000



2000, there were 6,239 housing units in Malibu, the largest supply the City has ever accommodated.

Significant expansion in the housing supply through 2010 is unlikely according to real estate experts and City staff. Future housing construction will play a significant role in Malibu's need for new and improved retail services. It may be difficult to sustain the 1999 rate of 50 new units per year. Malibu's housing growth is market driven, and the price of home sites has surged well beyond \$500,000. The scattered lots and mixed topography of Malibu also impedes subdivision development, further raising construction costs and limiting development to custom homes. When combined with Malibu's strict environmental regulations completed projects are unlikely to drop below the million-dollar-plus price range, limiting the market to high-income households.

### Housing Characteristics

The average Malibu home size is 2,721 square feet; but there are a number of much larger homes that skew this statistic. The largest home in Malibu is believed to be over 30,000 square feet, although a relatively small number of homes, perhaps 25%, in Malibu are over 6,000 square feet. New homes are becoming larger to justify the price of buildable lots. This is similar to long-term housing trends in Southern California where ever-larger homes are being squeezed onto ever-smaller lots. While the LCP limits the number of dwellings that can be constructed per acre, it does not designate a specific Floor Area Ratio (FAR)<sup>26</sup> as specified by the City building code. To the contrary, the *Capstone Study*<sup>27</sup> found a steady decrease in median floor area ratios since Malibu's incorporation.<sup>28</sup>

The majority of homes in Malibu were built in the 1950 to 1970 period, and the average age of Malibu homes is 34 years. The majority are three bedroom, three bath configurations built on an average 1.93-acre lot; the median lot size is 0.38 acres. The median period of ownership is eight years. More than half (64%) of all residents moved into their current home within the past ten years. A brisk real estate market primarily causes this turnover rate.<sup>29</sup>

Malibu's housing is 72.8% owner-occupied (3,741 units) compared to an LA County rate of 47.9% and a U.S. rate of 66.2%.<sup>30</sup> Rentals make up a mere 27.2% of the total housing units, placing added pressure on rental rates and availability. The median rent in 2000 was \$1,652 compared to \$704 in the overall County of Los Angeles. While 84 percent of Malibu homes are occupied, 16 percent were vacant homes. The majority of vacant homes are used for seasonal, recreational or occasional uses.

There are 12,575 people and 3,164 families residing in the city. The population density is 632.9 per square mile, and the housing density average 308.3 units per square mile.

### Future Development

Increased demand for housing throughout Southern California has put tremendous upward pressure on all real estate, especially in desirable locations. As the population of Southern California has grown, the areas surrounding Malibu have become ever more crowded, increasing the desirability of a rural location like Malibu; one that still provides easy access to the surrounding cities.

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<sup>26</sup> Floor Area Ratio (FAR) represents the ratio of the square feet of a home to the square feet of the lot in which the home is located.

<sup>27</sup> *Malibu Housing Trends*, April 2005

<sup>28</sup> Capstone Report, *Malibu Housing Trends*, April 2005

<sup>29</sup> *Ibid.*

<sup>30</sup> Source: US Census, 2000



Building Permits Issued - City of Malibu						
Year	Number of Single Family Units	Single Family Units Permitted Value	Per Unit Cost/Value	Number of Multi-Family Units	Multi Family Units Permitted Value	Per Unit Cost/Value
1996	45	24,082,186	535,160	26	2,662,678	102,411
1997	45	20,823,154	462,737	3	697,465	232,488
1998	47	29,974,491	637,755	29	4,725,687	162,955
1999	92	40,314,893	438,205	0	-	-
2000	51	36,654,515	718,716	0	-	-
2001	47	30,147,818	641,443	22	3,918,226	178,101
2002	52	33,106,266	636,659	0	-	-
2003	39	29,962,903	768,280	0	-	-
2004	16	13,057,092	816,068	0	-	-
2005	7	4,407,670	629,667	10	2,800,000	280,000

Figure 17 - Building Permits Issued, 1996-2005. Source: US Census, 2006

Malibu averages approximately fifty building permits each year. In the 1980s over 80 homes were built each year. This decline in new home building will be further affected by the implementation of the new Local Coastal Program in Malibu.

### *Future Considerations:*

- Is the affordable housing in Malibu still affordable? Can it ever be?
- Does Malibu have enough low-priced housing for its resident worker population?
- Is the community generally supportive of increasing the size of Malibu homes and lot sizes?
- Are FAR designations needed to maintain Malibu’s low housing density?
- What effect should “regional housing needs” have on City planning?



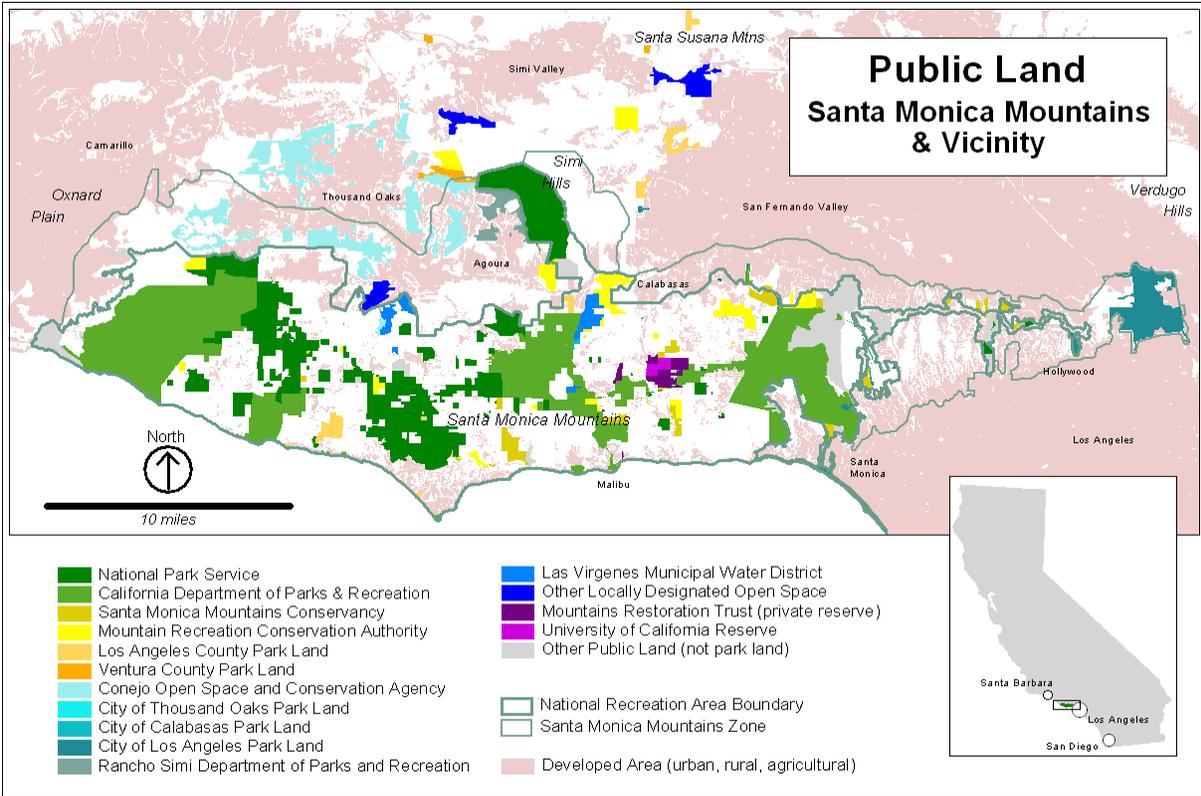


Figure 18 - Santa Monica Mountains and Vicinity

## VIII. Open Space and Beaches



"Save R Planet" sign - 2008  
 photojournalism@malibuonline.com

The Santa Monica Mountains frame Malibu with 154,095 acres of protected open-space, added to more than 4,000 acres of State Parks and surrounding wilderness. Point Dume State Preserve adds additional beach-adjacent hillside areas. The City recently purchased Malibu Bluffs Park and the so-called Chili

Cook-off field, now named Legacy Park, protecting over 25 acres of wild space and beachfront trail at the base of Malibu Canyon. The Las Flores Creek Restoration Project, the

*Malibu has a tremendous challenge in working to preserve its natural resources. Environmentally sensitive areas, greenbelt, blue belt, and other natural features abound, dwarfing the population and funding needed for responsible stewardship.*

### Greenbelt

Plentiful open space areas and attractive recreation facilities contribute greatly to Malibu's unique quality of life. Because of the rural nature of the City, its public spaces are often used as focal points of City's communal life.



Malibu Canyon View - 2008 photojournalism@malibuonline.com

Las Flores Park Project and the Trancas Park Project align the City with community groups to preserve and improve the health of Malibu's open spaces.

Within the City limits, 1,869.9 acres (14.9% of total) are allocated for *public open space*, the third most prevalent type of land use in Malibu. Of that, 743.7 acres are reserved for regional and local parks. There are another 7,578.3 acres of (60.4% of total) of *private undeveloped land*.

## *Public Parks and Recreational Areas*

Because of the city's great length, there are many opportunities for the public to enjoy the scenic beauties of the city. From west to east they are:

**Charmlee Wilderness Park**<sup>31</sup> - covers 590 acres with eight miles of trail and is operated by the City of Malibu. It is accessed from Encinal Canyon in western Malibu. Hours: The Park is open to the public 8:00 a.m. to Sunset Daily. The Nature Center is open Saturdays and Sundays from 10:00 a.m. to Noon and from 2:00 to 4:00 p.m. Park activities include picnicking, hiking, petting area, equestrian trails, native plant displays, a nature center and whale watching sites. Programs include a volunteer Docent program, School and group nature programs and a variety of public hikes and interpretive programs. 2577 S. Encinal Canyon Road Malibu, CA.

**Zuma/Trancas Canyons** - are located west of Kanan-Dume Road. The major points of access are located within the city limits at the ends of Bonsall Dr. and Busch Drive. Parking for hikers and equestrians is available along with restrooms and potable water.

**Solstice Canyon** - Owned by the Santa Monica Mountains Conservancy, and managed by the National Park Service. Solstice covers 550 acres, with a small parking lot, a ranger's house, Picnic tables, water and restrooms to service the trailhead.

**Corral Canyon Park** - Approximately 340 acres, located on Pacific Coast Highway between Puerco Canyon and Corral Canyon; the Santa Monica Mountains Conservancy manages it.

**Malibu Community Pool** - The pool is located on the Malibu High School Campus and is operated by the City's Parks and Recreation Department during non-school hours. A variety of programs are offered including fitness and recreation swim hours, swimming lessons and club programs. 30215 Morning View Drive, Malibu, CA.

**Malibu Equestrian Park** - (10.13 acres) The Equestrian Park is located next to Malibu High School and features two riding rings, a picnic area and restrooms. This facility is permitted for horse shows and open to the public for practice and pleasure riding from 8:00 am to sunset. 6225 Merritt Drive, Malibu, CA Phone: 310-317-1364.

**Pepperdine University** - The campus is located adjacent to the City at the intersection of Malibu Canyon Road and Pacific Coast Highway; Pepperdine provides recreation facilities to the public of Malibu on a limited basis.

**Malibu Senior Center** - Hours: Office hours are M-F, 10am to 5pm (located in Malibu City Hall) 23815 Stuart Ranch Rd., Malibu, CA Phone: (310) 456-2489.

**Malibu Bluffs Park** - This ten-acre City park is conveniently located at the intersection of Pacific Coast Highway and Malibu Canyon Road. The park is owned by the City of Malibu and consists of two baseball diamonds, a soccer/multi-purpose field, exercise par course,

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<sup>31</sup> Formerly Charmlee Regional County Park



jogging path, picnic tables, whale watching station, and the Michael Landon Community Building. 24250 Pacific Coast Highway, Malibu, CA.

**Malibu Bluffs Recreation Area - The State owns 83 acres on the bluffs between the Pacific Coast Highway and Malibu Road. The area is opposite Pepperdine University, and its 100-foot bluffs rise above Amarillo and Puerco Beaches. Five public trails lead down to the Malibu Road from the bluffs.**

**Malibu Creek State Park** is owned by California State Parks and Recreation, covers 4,000 acres, and is headquartered at Las Virgenes and Malibu Canyon Road, outside the City of Malibu. Just 25 miles from downtown Los Angeles, the park features hiking, fishing, bird watching and horseback riding. There are 15 miles of streamside trail through oak and sycamore woodlands on chaparral-covered slopes. Twenty-five-mile Malibu Creek, in the park, is the principal watercourse of the Santa Monica Mountains, from Boney Mountain to the Malibu Lagoon.

The southernmost 12 acres of Malibu Creek State Park and all of the Malibu Lagoon are located in the City of Malibu. The lagoon, the Adamson House, and the lower reaches of Malibu Creek north of PCH make up Malibu Lagoon State Park. Trails provide access around the lagoon and continue up the creek. An interpretive display on ocean ecology is located adjacent to the Malibu County Beach parking lot. The park was the center of Chumash Native American life for centuries and was used to film numerous movies and TV shows, such as Planet of the Apes and M\*A\*S\*H.<sup>32</sup>

The Malibu Lagoon State Beach portion of the Park is located just south of PCH at the mouth of Malibu Creek. It covers approximately 3.5 acres, and includes the Adamson House that served as the family beach house in the 1930's.<sup>33</sup> Guided tours are available during both day and night and private parties and receptions are held in the magnificent gardens. The park also features wetlands filled with migratory and permanent birds. The lagoon is where Malibu Creek meets the sea.

**Las Flores Creek Park - 3.69 Acres** of property acquired by the City on Las Flores Canyon Rd. as a result of a negative condemnation action. The long planned conversion of the property to parkland will allow the City to develop land that is sensitive to the environmental hazards of the flood zone. Las Flores Creek Park offers picnicking and walking trails. This park is open from 8am to sunset daily, and can be found on Las Flores Canyon Road. This park is currently the subject of a \$3.5 million restoration and improvement project.<sup>34</sup> 3805 Las Flores Canyon Road, Malibu, CA 90265.

Public recreation facilities located outside of the City of Malibu, but within its sphere of influence, include major portions of the Santa Monica Mountains National Recreation Area. These facilities are primarily dedicated to passive recreation: hiking, riding, and bicycling trails, individual and group picnicking, overnight camping, and fishing. Private facilities include the Malibu Golf Course and a number of camps and equestrian facilities.

The City of Malibu Parks and Recreation Department manages the Malibu Equestrian Center, The Malibu Community Pool, the Charmlee Wilderness Park, Malibu Bluffs Park, Trancas Canyon Park and Las Flores Creek Park.

<sup>32</sup> Source: California Department of Parks and Recreation

<sup>33</sup> Malibu home built in 1930 for Rhoda Rindge Adamson and her husband, Merritt Huntley Adamson

<sup>34</sup> Southern California Wetlands Recovery Project, Board of Governors Meeting, March 8, 2006, 2006 Work Plan Update



## Blue Belt

The coastline of Malibu extends some 21 miles, running east to west at the crest of the Santa Monica Bay. The jurisdiction of the City of Malibu extends 3 miles into the ocean and covers approximately 81.1 square miles of water. The Malibu Coastal Zone extends from the Ventura County line east through Los Angeles County to the Los Angeles City limits. While the City of Malibu may own the blue belt that surrounds it, the laws of the County of Los Angeles and the State of California prevail regarding land and beach utilization.

Because of the City's great length, there are endless opportunities for the public to enjoy the City's many State and County beaches. From West to East they are:

**Nicholas Canyon County Beach** - is east of Leo Carrillo. Activities include swimming fishing, surfing and picnicking; facilities include restrooms, showers, and handicap access ways. Parking: 151 spaces (6 disabled); Electric Vehicle hookups: one inductive and one conductive. Food: Food truck during summer months. 33900 Pacific Coast Highway



Malibu Surfer - *Gregory B. Davis*

**Robert H. Meyer Memorial State Beach** - is located between Leo Carrillo and Point Dume State Beaches. Meyer is actually made up of a number of cove or cliff-foot strands known as "pocket beaches." There are signs on Pacific Coast Highway with the names of the beaches: **El Pescador**, **El Matador** and **La Piedra**, each is a jewel unto itself. They can be crowded during the summer; however during the off season they offer solitude at its finest. 32900, 32350, and 32000 Pacific Coast Highway, respectively

**Zuma County Beach and Westward County Beach** - Owned and operated by Los Angeles County. Zuma Beach is LA County's largest sandy beach also providing the longest stretch, about three miles, of public beach in the City of Malibu. Westward Beach is contiguous with Zuma and extends another mile east. Both beaches have abundant parking, restrooms and concessions. In addition, Zuma Beach has a sand volleyball area, several swing sets, and is accessible by public transportation. Activities include swimming, surfing, fishing, diving, volleyball courts and swings for children. Facilities include food, restrooms and showers. Parking at Zuma is 2025 spaces (43 disabled). 30050 Pacific Coast Hwy. Westward County Beach allows swimming, surfing, fishing, diving, view point, tidal pools, whale watching (January-March), and picnicking. Facilities include picnic tables, restrooms and showers. Parking is for 373 spaces (8 disabled). 7103 Westward Road

**Point Dume State Beach** - A trail from the headlands of Point Dume lead down to a small beach nestled under the cliffs. Activities include surfing, fishing and diving. Parking is limited, and there are no facilities or lifeguards.

**Dan Blocker Beach** - Activities include swimming, surfing, fishing and diving; facilities include portable restrooms. 26224 Pacific Coast Highway.

**Corral State Beach** - Operated by Los Angeles County for the state. Activities include swimming and diving. Facilities include parking, drinking water, restrooms, lifeguard and access to public transit. 26000 Pacific Coast Highway.



**Surfrider Beach** - A well-known surfing location, Surfrider is part of **Malibu Lagoon State Beach**. It is operated by Los Angeles County in conjunction with the California Department of Parks and Recreation, which is responsible for the Malibu Lagoon State Beach.

**Las Tunas State Beach** - Activities include swimming, diving and fishing. 19444 Pacific Coast Highway.

Beach Area	Acreage <sup>35</sup>
Las Tunas County Beach .....	3.0 Total Acres
Malibu Surfrider County Beach .....	12.0 Total Acres
Malibu Lagoon State Beach .....	175.4 Total Acres
Point Dume Beach .....	34.0 Total Acres
Corral Canyon .....	16.1 Total Acres
Dan Blocker State Beach .....	7.0 Total Acres
Zuma County Beach .....	91.3 Total Acres
El Matador State Beach.....	17.3 Total Acres
La Piedra State Beach .....	8.1 Total Acres
El Pescador State Beach.....	10.2 Total Acres
Nicholas Canyon County Beach.....	23.0 Total Acres
<b>Total.....</b>	<b>397.4 Total Acres</b>

Just to the west of the Malibu City limits lies Leo Carillo State Beach. It is part of Leo Carillo State Park and is managed by California State Parks and Recreation. It is a fine surfing and diving beach. Just east of the City limits lies Topanga State Beach that is operated by the Los Angeles County Department of Beaches and Harbors. It too is a fine surfing beach.

### The Right of Public Access to Beaches

There are 113.3 acres of public access beaches the City the City limits set apart from the County and State beaches. These beach accesses are located all along the coast and with the exception of the beaches mentioned above have restricted access.

The public beaches in Malibu intermingle with stretches of private waterfront. Determining where public beaches end, and private property begins can be difficult. Technically, the mean high tide line constitutes the divide between public and private. During low tide, a visitor may walk along the beach freely in the public domain. At high tide, however, the same stretch of beach may be legally impassible without trespassing.



Civic Center Wetland - 2008 *photojournalism@malibuonline.com*

Beach and park information partially derived from Harland Bartholomew and Associates, Malibu General Plan 1992

<sup>35</sup> \* Acres indicated for section of park located within city limits

In California, all land below mean high tide is public.<sup>36</sup> The State of California has developed the doctrine to protect public access to the beach for recreation, navigation, commerce, and fisheries. The California Coastal Act aims to maximize public access to and along the shoreline; and the California Constitution protects the right of way to California's waters for public purposes.

According to the Coastal Act, the public is entitled to access the coast and recreational facilities, and these rights are paramount, taking precedence over private residential development.

If residents live along the beach, the Local Coastal Program encourages them to provide easements for public access to the beach. While the LCP for Malibu includes provisions for greater access, the City of Malibu does not have such provisions for more access in their land use plan. Several dozen such easements to the beaches exist, yet only a 17 have been made open and available to the public. This creates a conflict; one that is a source of ongoing friction between the City and the Coastal Commission. The conflict manifests itself through the entire process of residential planning, permitting, and construction.

Los Angeles County Department of Beaches and Harbors, The Mountains Recreation Conservation Authority and Access for All maintain 17 improved and open accesses to Malibu beaches that are not part of the County or State beaches. These improved easements typically consist of a gate locked at sundown and cement stairs or a walkway to the beach. There are no lifeguard or sanitation facilities. Of the 17 accesses, six are from Pacific Coast Highway, five from Malibu Road and six from Broad Beach Road. While the County's beaches were deemed to provide sufficient access, the Coastal Commission has mandated the opening of more beach easements at most Malibu beaches, although there is little money available for improvements.

In 2004, the City of Malibu, joined by entertainment mogul David Geffen, filed suit seeking to limit the Commission's use of forced easements in return for building permits. In this case, the State prevailed. Clearly some balance must be struck between private property rights and the rights of the public to access public natural resources.



Malibu Pier at Sunset, *Gregory B. Davis*

## Ocean Water Quality

The quality of the Pacific Ocean waters varies from beach to beach. With the encouragement of the LCP, Los Angeles County provides a web-based water monitoring service with assessments at twelve Malibu locations. The non-profit organization *Heal the Bay* publishes

<sup>36</sup> This stems from the public trust doctrine, which dictates that tide waters and land below the high water mark be held in trust for the people of the state. Preserving the right to public beaches was a condition of California joining the Union. The right to public beaches can be traced back to common law England and Roman law and is accepted around the world.

annual water quality assessments compiled from Los Angeles County Department of Health Services, the City of Los Angeles’ Environmental Monitoring Division and the Los Angeles County Sanitation District; they take measurements at eighty locations along the shore of Los Angeles County. The organization’s grades of Malibu Beaches saw change in 2005. Surfrider beach, the second most-visited beach in Malibu—frequently listed on the top 10 “Beach Bummers” list of beaches with F grades—improved its grade to a C. On the other hand, Paradise Cove’s previously strong record received a D during a recent dry weather period. The City is currently working to construct a storm water runoff filtration and disinfection facility near Civic Center Way, to process up to 1400 gallons of runoff per minute, before re-using it for landscaping.

High bacterial levels in the seawater in areas such as Surfrider beach next to Malibu Lagoon are a major concern for residents. Several prominent beaches in Malibu regularly receive “F” grades from the Department of Health Services, signaling a possible threat to public health—particularly after heavy rainfall. Prime causes for the high bacterial levels include urban and residential runoff along with commercial and residential septic systems. The Environmental Protection Agency estimated that approximately eighteen percent of total annual fecal coliform<sup>37</sup> loadings could be attributed to faulty septic systems. When operating properly, septic systems are supposed to remove 100 percent of bacteria; however, the EPA estimates that 20 to 30 percent of septic systems in the Malibu watershed are failing.

Beach	Dry	Wet
Leo Carrillo Beach .....	A+	A+
Nicholas Canyon Beach.....	A+	A+
Trancas Beach entrance .....	A+	C
Westward Beach .....	A+	A+
Paradise Cove.....	A+	D
Latigo Canyon Creek entrance.....	B	A+
Puerco Beach .....	A+	A+
Surfrider Beach (at Malibu Colony fence).....	F	A+
Surfrider Beach.....	F	F
Malibu Pier - 50 yards east .....	A+	B
Big Rock Beach .....	A	F

### *Open Space, Future Considerations:*

- Does Malibu have enough open-space?
- What role should the City play in the preservation of existing open spaces?
- Is there enough public warning signage regarding Malibu water conditions?
- How can Malibu residents and the City protect the water quality of the ocean?
- Is there enough information available about water quality?
- What are the trade-offs of open space preservation?

<sup>37</sup> Fecal coliforms are bacteria that ferment lactose to produce acid and gas at 44.5° C within 24 hours. They are used as indicator organisms for water quality testing.



## IX. Traffic and Circulation



*One cannot view Malibu from any perspective without being acutely aware of the important role streets and highways play. The ubiquitous Pacific Coast Highway provides a lifeline for travel and goods movement, but also poses major challenges to the quality of life in the City.*

Pacific Coast Highway, World's Largest, 250 Car Rally to Malibu  
1912 - Adamson House Museum

Pacific Coast Highway—Malibu's primary thoroughfare—is owned by the State and operated and maintained by the California Department of Transportation (Caltrans). The City of Malibu owns most of the canyon roads within the City limits, while others are owned by the County of Los Angeles and maintained by the Los Angeles County Metropolitan Transportation Authority (Metro). The LCP provides significant guidance to the City, Caltrans and the Metro regarding Malibu circulation, including encouraging increased public transit, protection of existing parking spaces, native landscaping and view protection in medians and around parking lots.

### *Who is Responsible for What?*<sup>38</sup>

- Maintain PCH and its signals? *Caltrans*
- Clear landslides on PCH? *Caltrans*
- Drain slopes adjacent to PCH, City and County canyon roads and City streets? *City of Malibu and private homeowners, Caltrans also has slope easements*
- Maintain/landscape PCH shoulders/medians? *City of Malibu*
- Maintain Topanga Canyon Boulevard and Decker Canyon Road? *Caltrans*
- Maintain all other public roads within City boundaries? *City of Malibu*
- Maintain roads in unincorporated Malibu? *Metro and Los Angeles County Department of Public Works, the City owns the of Malibu Canyon and Kanan-Dume Road located within the City boundaries*

Los Angeles County owns and maintains a portion of the roads with the greatest capacity to reach the inland valleys and the Los Angeles area: Malibu Canyon Road and Kanan-Dume. The

<sup>38</sup> Most responsible entity

City of Malibu owns and maintains other canyon roads and recently completed reconstruction of Corral Canyon following a landslide in the area.

Even on local City streets, coordination with entities beyond the City is necessary. Significant guidance regarding roadway improvements is contained in the LCP, and Pepperdine University is consulted regarding the roadways adjacent to the university. An overlay of City streets is developed annually and the City is also responsible for non-PCH roads in the civic center area.

Notable improvements are scheduled for the area, including the addition of curbs, gutters, sidewalks, crosswalks, and on-street parking.

### Pacific Coast Highway, the Backbone of Malibu

Travel through Malibu’s slender 21 miles nearly always involves Pacific Coast Highway (CA State Highway 1), Malibu’s de facto Main Street. It provides primary ingress and egress; it is a major Los Angeles-to-Ventura arterial, and a favorite scenic route for travelers. Congestion along PCH has improved since the mid-nineties, according to Caltrans.

In the east of Malibu, houses, shoulder parking and off-street lots border the seaward side of PCH. The inland side is a mix of mountains, steep cliffs, houses and businesses. The natural contours of the area make shoulder parking quite narrow in some areas, presenting a challenge to bicycle and pedestrian traffic. In the central area, the highway splits Bluffs Park and Pepperdine’s Alumni Park—a rolling green hill rising up from PCH, crowned by the stucco and terra cotta roofs of the campus.

The drive through western Malibu, along Santa Monica Bay, offers some of the most dramatic ocean views in the state. Chaparral fills the valleys, the hillsides are wrapped in wild grasses, and the pale dunes contrast the blue waves of Zuma beach.

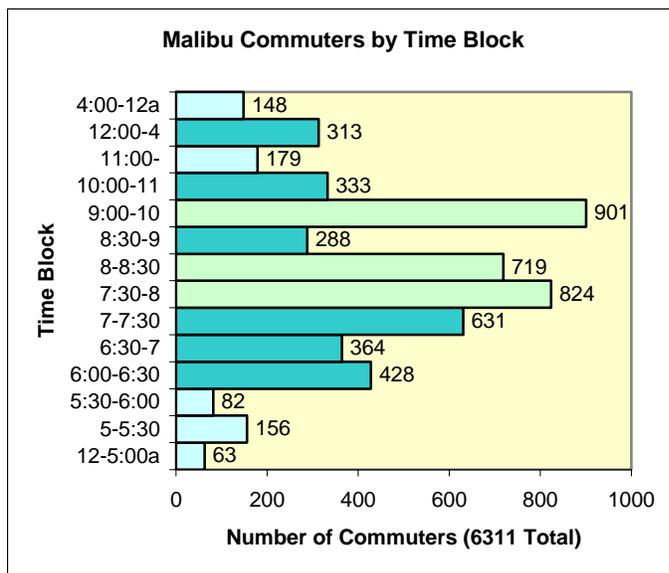


Figure 19 - Source: Malibu Commuters by Time Block

Thirty-percent of Malibu residents commute to another area or city and Caltrans estimates that an additional 20 percent of Malibu’s PCH traffic is Z-traffic—pass through commuter traffic—where Malibu is neither the origin nor destination. Much of this traffic can be attributed to overflow from the inland (US-101) Ventura freeway, which is heavily congested.

The limited practicality of Malibu’s public transportation may be the reason that less than 1% of Malibu’s commuters (27 of 6,311) use it. Malibu also ranked 115<sup>th</sup> of 129 Los Angeles communities, in commuter car-pooling, with a mere 8%. In some L.A. communities, up to one-third of the residents carpool.<sup>39</sup>

Malibu placed number two out of 129 cities and communities in residents who “work at home,” with 13.98%. The Countywide average is 3.49% and the City of Industry rated number

<sup>39</sup> Source: US Census Bureau, 2000



one at 15.42%. Hidden Hills came in third with 10.53%, followed by Rolling Hills at 9.79%, and Beverly Hills at 8.05%. Santa Monica, Marina del Rey, Palos Verdes Estates, La Habra Heights, Calabasas, Sierra Madre and Rolling Hills Estates, all ranked in the 7% range.

### Commuting Patterns

Of a total 6,311 Malibu workforce, those commuting by car, truck or van number 5,170, with 4,755 driving alone—fourteen traveled by motorcycle, none by bicycle, 139 walked, and 79 by other means. Carpoolers numbered 415.

### Congestion ratings by PCH segment

Congestion along PCH has improved since the mid-1990s, according to Caltrans. Measurements of the ratio of volume to capacity<sup>40</sup> show half of PCH segments located in Malibu operating at double what they were designed to handle.

### Average speed by PCH segment

The speed limit in the east is 45 miles per hour from the City line to Malibu Canyon Road. Limits rise to 50 between Malibu Canyon Road and Trancas and again to 55 between Trancas and the City line.

Existing Levels of Service Intersection	AM Peak Hr		PM Peak Hr	
	V/C <sup>41</sup>	LOS	V/C	LOS
PCH/Topanga Canyon Boulevard	1.18	F	0.82	D
PCH/Las Flores Canyon Road	0.74	C	0.81	D
PCH/Malibu Canyon Road	0.59	A	0.66	B
PCH/Corral Canyon Road	0.45	A	0.52	A
PCH/Latigo Canyon Road	0.50	A	0.49	A
PCH/Zumirez Drive	0.56	A	0.50	A
PCH/Kanan Dume Road	0.46	A	0.55	A
PCH/Encinal Canyon Road	0.31	A	0.44	A
PCH/Decker Road	0.30	A	0.35	A
PCH/Mulholland Highway	0.17	A	0.22	A

Caltrans data on operating speeds—a factor of speed limit and the ratio of volume to capacity—indicate that speeds are frequently under the designated speed limit. Big Rock and Topanga segments in the east have operating speeds lower than 40 miles per hour, while western segments of Trancas and Latigo range between 50 and 55. Estimated operating speeds do appear to have increased since the early 1990s.

### Average accidents per PCH segment

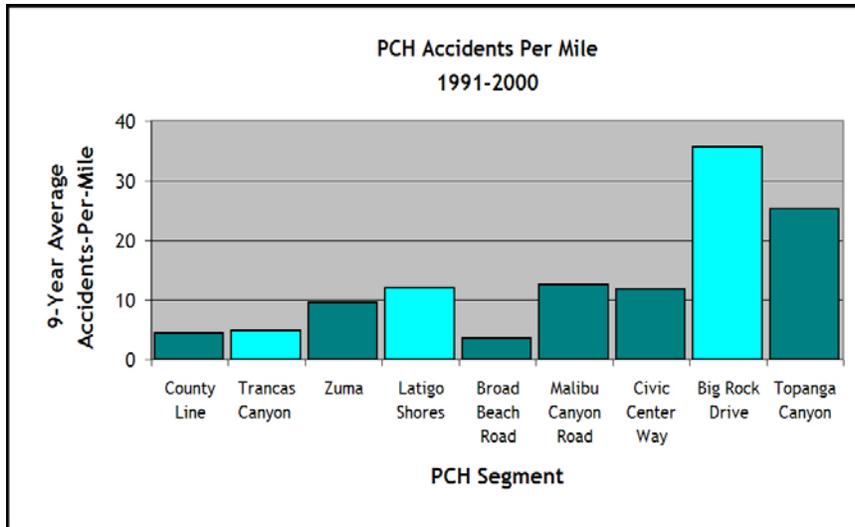
The Malibu segments of PCH are much more accident-prone than similar stretches of road found elsewhere in California. This figure illustrates that the Big Rock and Topanga segments at the eastern entrance to Malibu have the highest accident-per-mile averages, with Big Rock segment far exceeding the fatality rate in any other segment. Surprisingly, speeds reported at Big Rock are lower than any other Malibu segment. Latigo and Trancas segments also have fatal accidents reported in each three-year segment of the past 9 years. The commercial centers of Trancas and Civic Center Way are consistently the segments with the fewest accidents.

Figure 20- Pacific Coast Highway, Volume by Segment

<sup>40</sup> Amount of traffic vs volume PCH was designed to handle

<sup>41</sup> *Ibid*





Because emergency vehicles must traverse the same corridor congested by accidents, accident clearance and emergency assistance can be problematic.

### Road Closures

Caltrans measures PCH safety, congestion and speed in 8 Malibu segments: Topanga, Big Rock, Civic Center Way, Latigo Shores, Broad Beach Road, Zuma and Trancas.

Figure 21 - Pacific Coast Highway, Accidents per Mile, 1991-2000

Natural events have had their effect on PCH congestion. Large-scale closures are sometimes necessary to cope with flooding and landslides. Landslide clearance can also raise complicated property-rights issues, with much of the property along PCH being privately held. The Big Rock segment is particularly vulnerable; FEMA<sup>42</sup> has provided environmental clearance to improve slope drainage in this area, proactively managing geological change.

### Canyon Roads

The same landslides and flooding that affect PCH often impact the alternative canyon routes as well. Malibu Canyon Road's two-lanes are flanked by steep bluffs on one side and sheer cliffs on the other. Kanan-Dune Road has increased capacity; the four-lane thoroughfare twists and turns through mountainous canyon terrain.



Cross Creek Road Reconstruction - 2008  
*photojournalism@malibuonline.com*

### Public Transportation

Los Angeles County Metropolitan Transportation Authority provides Malibu with bus service from 5:58 a.m. until 8:36 p.m. on weekdays. Bus stops are located along PCH at the civic center, Heathercliff (Point Dume) and Trancas. Two additional stops between Point Dume and Trancas have early morning stops only on weekdays. These buses use PCH to access Malibu and connect to the remainder of the County through Union Station in the Los Angeles Civic Center. The Local Coastal Program (LCP) encourages greater public transportation access to Malibu beaches, particularly on weekends.

<sup>42</sup> Federal Emergency Management Agency, FEMA

## Parking

Unlike most of L.A.'s Westside communities, Malibu's commercial areas: civic center, La Costa, Point Dume and Trancas, all have free parking.

The LCP prohibits the reduction in the number of existing parking spaces unless replaced by similar spaces. Both Caltrans and the City are encouraged to increase parking as well. On-street parking is allowed at various locations within the City, either on one or both sides along PCH. There are several surface parking lots on the beach side of PCH within Malibu. On-street parking on PCH has exacerbated peak hour traffic congestion as people hunt for spaces, get in and out of their vehicles and even jaywalk across PCH.

The Local Coastal Plan is required to include sufficient parking for visitors. Except for a short segment of PCH just east of Big Rock Drive, on-street is allowed on either side of PCH from the eastern boundary of the City of Malibu to Corral Canyon Road.

The county provides 951 pay-and-display parking stalls, spread between the 4 beaches in Malibu. The state and county beaches, state and national parks also provide parking, and the national park service provides shuttle service into the park.

### Parking Capacity

Nicholas Canyon: Total 151, Regular 143, Disabled 6, Electric 2

Zuma: Total 2025, Regular 1982, Disabled 43

Point Dume: Total 373, Regular 365, Disabled 8

Malibu-Surfrider: Total 90, Regular 87, Disabled 3

Source: Parking Information. 2002. (L.A. County Beaches and Harbors)

## Bikes and trails

The Santa Monica Mountains and other nearby state and national parks offer nearly 16,000 miles of bike, equestrian and hiking trails. Pedestrian walkways and designated bike lanes within the City of Malibu are minimal. In compliance with LCP mandates, the City has several projects underway to expand the system, including decomposed granite walkways in the Point Dume area, the addition of trails and bridges to Las Flores and Trancas Parks, and the creation of a linear wetland trail at the civic center. The Backbone Trail in the Santa Monica Mountains is being developed in segments; when complete, it will extend approximately 55 miles, linking the major parklands throughout the mountains and the City. Ten out of the 23 proposed trails that will link to the Backbone Trail are located within City limits: Coastal Trail, Corral Canyon Trail, Escondido Falls Trail, Malibu Creek Trail, Paradise Cove Trail, Ramirez Canyon Lateral and Connector Trail, Solstice Canyon Trail, Three Park Trail, Trancas Canyon Lateral Trail, and Zuma Ridge Trail.



## Pedestrian Traffic

Of the 113,004 residents of Los Angeles County who walk to work, 139 of them live in Malibu, compared to 106 in Calabasas and 139 in Agoura Hills.

Malibu has two basic and highly incompatible modes of travel, vehicles, often operating at near freeway speeds, and a leisure pedestrian crowd, many of whom are visitors from other locales. Because both are spread thinly along the 21 miles of coastline, there is no practical way to isolate the two groups. The entire area is both a pedestrian oriented district and a high-speed thoroughfare.

Some areas of PCH where no crosswalks exist see great numbers of random pedestrian crossings, particularly where parallel parking exists on shoulders across from beaches and restaurants, when beach-side parking is at capacity.



Point Dume Walkway - 2008 [photojournalism@malibuonline.com](mailto:photojournalism@malibuonline.com)

## *Future Considerations:*

- What circulation challenges are inherent to Malibu's long, slender shape?
- Is safety or the speed and flow of PCH of greater concern?
- Where is there the greatest need for more pedestrian or bike infrastructure?
- Can landowner habits be changed to reduce congestion from landslides and drainage problems?
- Can resident and visitor access be made less dependent upon PCH?
- In addition to the shuttles and buses suggested by the LCP, are there other public transit options that could reduce PCH congestion?
- Is more parking needed to serve Malibu residents and visitors?

## X. Economy

### Visitors

The California shoreline is one of the state's most valuable public assets. According to a 1997 study entitled "The Economic Value of Beaches," spending for coastal-related recreation represented almost 3 percent of the total economic activity in California in 1995, creating more than 500,000 jobs, and over 3.5 percent of statewide employment.

From the above study one would suspect that the "coast-related" retailers would gain a significant increase in taxable sales, and indirectly, Malibu would receive a significant increase in sales tax revenue. However, after reviewing the retail sales for Malibu, Los Angeles County and a few surrounding cities, the increased gain is far from evident. Third quarter percentage of retail sales, for Los Angeles County is 25% of annual sales and would be considered the baseline for any increase in sales from the nearly 15 million beachgoers to whom Malibu plays host in the summer months.

In 2001 Malibu retail sales, in the summer quarter, was approximately 41 million dollars. The increase in retail sales, over the baseline of 25 percent, is 2 percent or approximately \$815,000 of increased sales that can be attributed to beach related economic activity. Admittedly, the total increase is most likely greater, but this is the marginal increase after the loss of locally generated sales activity due to summer time congestion or other discouragements. With one percent of the total tax revenue going to local governments, that \$815,000 of retail sales nets the County and City governments \$8,154, . . . less than the cost of one traffic officer for one month.

Clearly the State and the region are gaining far greater economic benefit than Malibu.

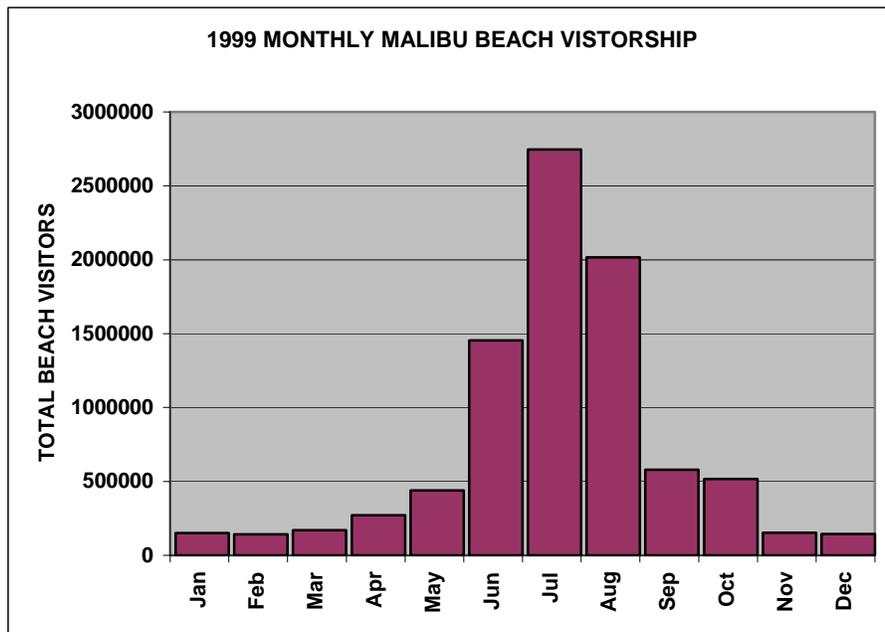


Figure 22 - Daytime Visitors to Malibu Beaches by Month

Malibu Beach Area	Percent	Daytime Visitors
Nicholas	1.6%	136,000
Point Dume	11.0%	959,000
Corral Beach	3.0%	263,000
Malibu/Surfrider	14.9%	1,297,000
Zuma	69.5%	6,038,000

Figure 23 - Daytime Visitors to Malibu Beaches

### Summer Retail Sales - Customer Origin<sup>43</sup>

Malibu Area Residents .....	55%
Westside/Santa Monica .....	13%
San Fernando Valley/ Agoura/Thousand Oaks .....	11%
Overnight Visitors .....	4%
Day Trip Visitors .....	10%
Part-time Residents and Others .....	7%

MALIBU RETAIL SALES FIVE YEARS 1997 THROUGH 2001 by QUARTERS (in thousands of dollars)								
	Q4		Q3		Q2		Q1	
	Retail Store	All Outlet						
1997 Malibu	30,670	35,836	30,976	35,544	29,661	34,003	26,075	30,036
1998	31,006	36,081	31,520	36,814	27,997	33,682	25,722	28,791
1999	33,841	39,539	35,683	40,812	33,877	38,658	29,173	33,319
2000	35,337	40,053	39,705	44,663	36,864	41,896	31,954	37,080
2001	34,446	42,680	40,774	45,838	37,586	43,560	32,888	37,362
<b>Percentage by Quarter</b>	25%	26%	27%	27%	25%	25%	22%	22%

Figure 24 - Taxable Sales in Malibu, 1997-2001, Source: State Board of Equalization

<sup>43</sup> Source: Applied Development Economics, data from *Malibu Retail Business Survey*



Total Retail Sales 5 Year Period 1997 through 2001 by Quarter For Selected Areas								
(in thousands of dollars)								
	Quarter 4	Quarter 4	Quarter 3	Quarter 3	Quarter 2	Quarter 2	Quarter 1	Quarter 1
	Retail Store	All Outlet						
<b>LA County</b>	86,756,862	130,867,190	79,541,036	122,252,719	78,871,678	122,141,592	73,041,323	112,759,003
<b>Percentage by Quarter</b>	27%	27%	25%	25%	25%	25%	23%	23%
<b>Agoura Hills</b>	207,476	307,777	206,247	284,711	207,343	275,486	186,698	248,631
<b>Percentage by Quarter</b>	26%	28%	26%	25%	26%	25%	23%	22%
<b>Calabasas</b>	270,237.00	391,454.00	238,726.00	348,589.00	257,153.00	376,222.00	243,179.00	344,643.00
<b>Percentage by Quarter</b>	27%	27%	24%	24%	25%	26%	24%	24%
<b>Laguna Beach</b>	261,386.00	339,347.00	302,121.00	378,476.00	262,890.00	338,722.00	220,086.00	276,785.00
<b>Percentage by Quarter</b>	25%	25%	29%	28%	25%	25%	21%	21%
<b>Las Virgenes COG</b>	884,043.00	1,231,163.00	807,031.00	1,104,872.00	802,632.00	1,109,255.00	733,973.00	1,002,264.00
<b>Percentage by Quarter</b>	27%	28%	25%	25%	25%	25%	23%	23%

Figure 25 - Taxable Sales in Malibu and Selected Areas, 1997-2001, Source: State Board of Equalization

## Commercial Activity

The City of Malibu has approximately 480,000 square feet of commercial space spread along 21 miles of the Pacific Coast Highway. The commercial businesses occupying the space serve nearly 13,000 residents of Malibu, plus an additional 6,000 residents of the greater Malibu area (Zip Code 90265), and 6 to 9 million beach visitors each year.

The March 2000 Malibu Economic Plan concluded that Malibu has a comparatively stable business environment, with "60 percent of Malibu's businesses either owning their space or holding long-term leases of more than five years. Less than 20 percent of the firms will have a lease come due in the next 12 months. Only a handful of businesses are interested in leaving the city. The remaining businesses intend to stay in their current situation; some would even like to expand, but are constrained by a lack of space and rising rents."

The Plan went on to state that "commercial rents have increased substantially during the past two years as a result of the lack of supply and the substantial demand for commercial space. Some new leases have been negotiated at more than \$4 per square foot, which are equivalent prices paid for space in Beverly Hills. Accordingly, Malibu's community and business leaders have become very concerned about higher commercial rents, which are placing financial pressure on local entrepreneurs, and causing the prices of goods and services to increase. The real concern is that Malibu will lose its unique character, and that locally owned businesses will close and be replaced by national chain retailers."

Taxable Retail Sales For Selected Areas with Percentage Increase							
(in thousands of dollars)							
	90265	LAC	Agoura Hills	Calabasas	Laguna Beach	COG	Westlake V.
	All Quarters						
Year	Retail Stores						
<b>1997</b>	117,382	55,283,389	138,598	116,193	182,940	480,401	107,314
<b>1998</b>	116,245	57,500,490	139,935	141,354	188,652	526,011	127,573
<b>1999</b>	132,574	63,271,079	157,324	193,487	209,585	640,724	156,253
<b>2000</b>	143,860	70,321,379	178,718	250,343	227,949	755,807	181,817
<b>2001</b>	145,694	71,834,562	193,189	307,918	237,357	824,736	177,123
<b>Total</b>	655,755	318,210,899	807,764	1,009,295	1,046,483	3,227,679	750,080
<b>Percentage Increase</b>	24%	30%	39%	165%	30%	72%	65%

Figure 26 - Taxable Sales in Malibu and Selected Areas, Increase 1997-2001, Source: State Board of Equalization



Spinning forward to the present, Malibu economic life is anything but stable. The past years have been marked by the closing of Malibu Lumber, a business central to the needs of Malibu residents; the sale of two of the largest shopping centers and the closing of numerous community serving businesses.

While rents have been increasing, taxable sales are barely out-pacing inflation. From 1997 to 2001, Malibu retail sales increased by 24 percent, as opposed to 30 percent in Los Angeles County and 72 percent for the COG cities. Given the lack of commercial space, the rise in rents and the increase demand for business space, there is little economic incentive for the community based retail merchant.

The result of these factors can only lead to a further decline in community-oriented services and an increase in business and professional services.

## *Employment*

The local employment base remains focused on a few major employers such as the Hughes research facility and Pepperdine University, adjacent to the City. However, significant changes are occurring in Malibu employment. The Southern California Association of Governments had estimated a 57 percent growth in employment in the Malibu/Las Virgenes sub-region between 1994 and 2020. However, current analysis of employment in the greater Malibu area, zip code 90265, indicates significant changes in the numbers of employees, numbers of establishments and in the mix of business activities.

There have been major increases in both the number of employees and in the number of establishments. Between the years, 1994 and 2004, the number of employees has risen from 6,895 to 10,100, for an increase of 47 percent. The last two years, 2003 and 2004, show year over year increases of 10 and 15 percent. The growth in business establishments has been equally dynamic. Business establishments numbered 645 in 1994 and 911 in 2004, for an increase of 41 percent.

Due to changes in the industry classification system in 1997, a direct comparison of the changes occurring in the business mix is difficult; however, some significant trends are discernable. First, the retail sales/food sector of the Malibu business world comprised 19 percent of the total business activity in 1994. In 2004, the combined number of retail sales and food establishments represented 16 percent, a slight drop. In 1994 the other sectors, mainly business/professional services and construction, made up the other approximately 81 percent of business establishments. By 2004, those sectors had grown to 84 percent. The interesting observation is that, while both sectors had grown absolutely over the period, the business/professional services and construction have gained over 90 percent of the increase in business activity.

The Malibu Economic Plan of 2000 had previously stated that "...because of its relatively isolated location, Malibu does not have ready access to low wage retail workers; this is a challenge for the expansion of retail businesses.." and the "... community's lack of affordable housing and limited access to public transportation both contribute to this problem." It appears that these observations are beginning to have an impact.



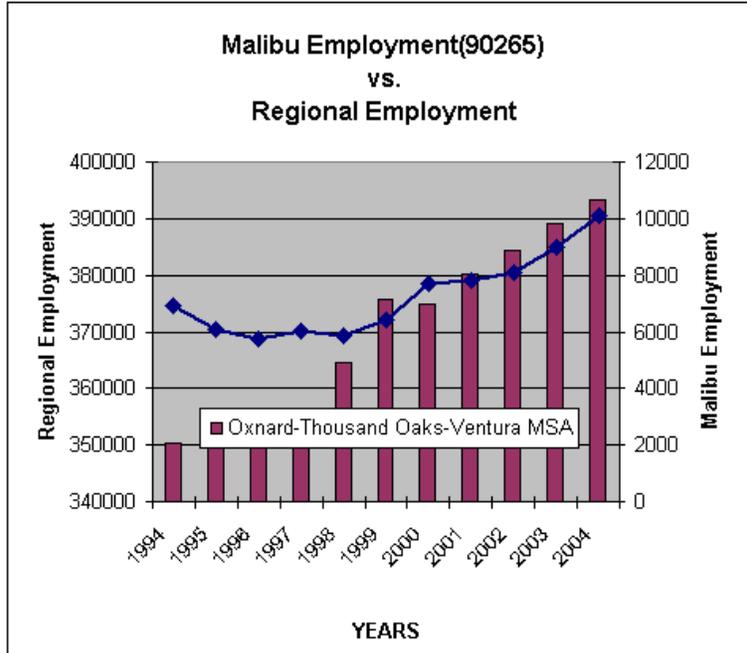


Figure 27 - Source: U.S. Census Bureau/ Zip Code Business Patterns

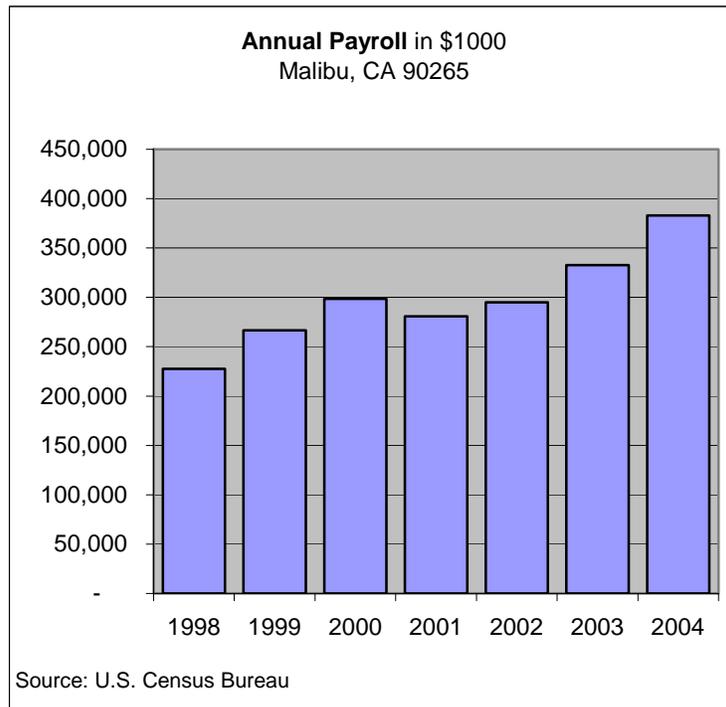


Figure 28 - Total Payroll, Malibu, CA 1998-2004, Source US Census Bureau

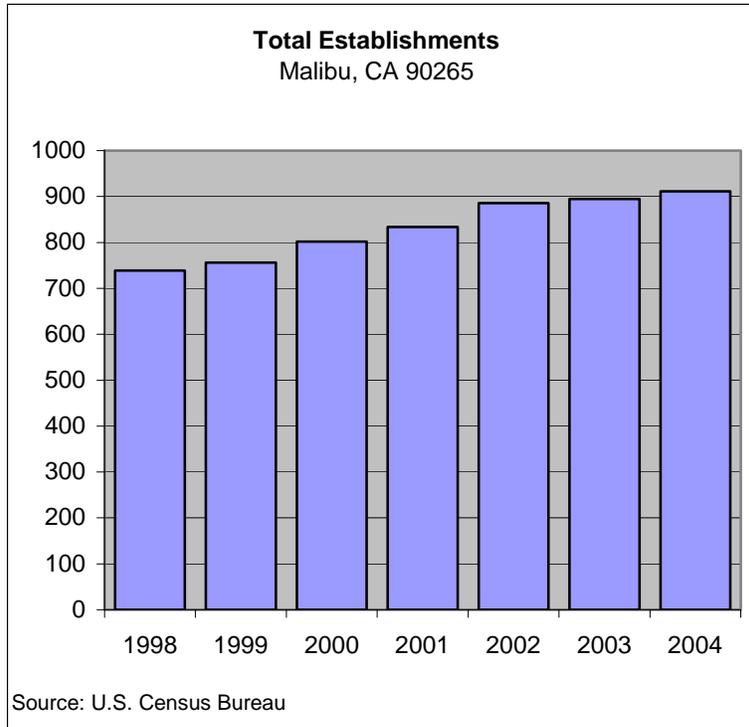


Figure 29 - Total Business Establishments, Malibu, CA 1994-2004

## Conclusions

- Malibu as a City benefits little economically from our summer visitors.
- Malibu business activity is changing from a community/visitor mix, to a visitor/business services mix of activities.
- The economic incentives for a community-based business are diminishing.

## Economic Policy Questions:

- Should the City do more to assist Malibu retail businesses?
- Should the County and State assume more of the economic burden of hosting beach visitors?
- Should the City determine the impact of the changing business mix?
- Should the City require a particular mix of community orientated to visitor orientated goods and services?

## *XI. Community Utilities and Infrastructure*



Civic Center Storm Water Treatment Facility - 2008  
*photojournalism@malibuonline.com*

### *Water supply*

The General Plan sets goals for environmental protection and rural preservation; these collide when it comes to water supply and wastewater treatment. The Local Coastal Plan provides limited guidance, requiring only:

- 1) Increased monitoring of wastewater in areas with poor percolation, high water tables or geologic hazards, and*
- 2) Review of any sewer-construction proposals to ensure they are in keeping with limited development and Environmentally Sensitive Habitat Area (ESHA) protection provisions of the LCP.*

Recent evaluations by the Los Angeles County Department of Public Works indicate that Malibu has an “adequate” water supply. Los Angeles County Water District 29 provides Malibu’s water, and the current allocation is 9,940 acre-feet per year.

Difficulties with inadequate wastewater treatment degrading ocean water quality are a concern of other monitoring organizations, including:

- Percent of homes with septic v. neighborhood sewer systems
- Average age of treatment systems
- Wastewater collection and treatment

Malibu has three wastewater plants capable of processing a total of 346,000 gallons daily. The City has worked with the State Water Quality control Board to construct a stormwater treatment facility at the civic center to supplement the existing Mesa Water Reclamation Plant, the Malibu Water Pollution Control Plant and the Trancas Water Pollution Control Plant.



## Public Safety

### Crime

Malibu has long been a safe place to live. The City historically experiences very limited crime per capita. There were 34 violent crimes in 2001, 30 of which involved assault. At one time, Los Angeles County had one of the highest violent crime rates in the country; recent data shows a significant reduction in its overall crime rate.

### Natural Disasters

While Malibuites are relatively safe from crime, the City must plan for predictable natural disasters including fire, flood and landslides. The City manages this problem and inter-governmental responsibilities through the Emergency Services Coordinator. The Emergency Services Coordinator trains City staff and residents to respond to anticipated natural disasters and emergencies. Communications are handled through the City Web site, an email distribution list, and a "road hotline" that operates during emergencies.

### Fire and Forestry Services

Malibu contracts with the Los Angeles County Fire Department, providing exceptional standby capacity to cope with the inevitable brush and forest fires occurring in and around its park and recreational areas. Since its inception in 1911, the Forestry Division of the Los Angeles County Fire Department has conserved natural resources through its urban forestry programs. Today, eleven forestry units, located throughout the county, address these environmental concerns:

**Fuel Management:** Southern California has one of the most flammable watershed covers in the world. A comprehensive vegetation management program has developed innovative strategies to reduce the risk of wildland fire hazards.

**Mitigation:** Wildland hazard mitigation training for the department and the public, along with the successful completion of numerous prescribed burns, are part of this comprehensive program.

**Natural Resource Protection:** Increasing urban populations and changing land uses have imposed tremendous pressure on fragile natural resources. Review of environmental documents, emergency watershed protection programs and monitoring the county's Oak Tree Ordinance, are all part of the Forestry Division's natural resource program.

**Tree Planting:** The Forestry Division is dedicated to improving the quality of life through the development of a managed urban forest. Eighty years of tree planting with over three million trees planted, has made the Forestry Division experts in dryland planting. Each year 80,000 tree seedlings are distributed free of cost to the public for use in erosion control and windbreaks.

**Conservation Education:** In 1920 the Los Angeles County Charter mandated that the Forestry Division provide educational programs on fire prevention and natural resource conservation. Today, over 140,000 people per year participate in programs and tree planting projects, which promote an appreciation of natural resources.

The Malibu Forestry Unit is a 20-acre forest nursery and conservation education center located in the Santa Monica Mountains serving a 581 square mile area on the west side of Los Angeles County. Founded in 1955, the forest nursery propagated and planted trees for



roadside stabilization on new roads built in the Santa Monica Mountains between 1950 and 1970. Today, the unit has expanded its function to meet the needs and concerns of area residents. Courtesy homeowner inspections help residents to identify soil, pest, plant, and fire hazard problems that may exist on their property.

### Lifeguard and Rescue Services

With Malibu's 21 miles of coastline, the welfare and safety of visitors is a major concern. The Los Angeles County Fire Department, Lifeguard Division provides ocean rescue, emergency medical treatment, prevention, enforcement, and public assistance to Malibu beachgoers. In addition to providing rescue and beach safety services, the Department trains youth and residents in ocean safety.

The Department posts 42 lifeguards in Malibu on the average summer day, with hours from 7:00 a.m. until 8:00 p.m. During the off-season, this number is reduced to 10 lifeguards depending upon conditions, and hours end at sunset. At Zuma, Malibu's most frequently visited beach, two lifeguards are on duty year round, and a captain is on duty each day until 11:00 p.m.

During 2004, Emergency Medical Services calls accounted for 64 percent of all LACFD responses, while fires accounted for three percent. The Los Angeles County Fire Department Lifeguard Division has rescued an average of 9,355 people throughout the county per year over the last 15 years, with Malibu rescues reaching 1,168 in 2004. Average response time in the City of Malibu for EMS calls is 4 minutes, 11 seconds.

The Battalion has five Malibu fire stations, four of which are located within City limits—four on or near PCH—the fifth is in Encinal Canyon. An additional six stations serve the surrounding communities of Topanga, Agoura, Calabasas and Westlake Village. The Malibu fire stations have an average of 17 firefighters on duty each day.

### Police

The City of Malibu contracts with the Los Angeles County Sheriff's Department for police services. The Malibu-Lost Hills Sheriff's station serves Malibu and the surrounding communities and unincorporated areas of Agoura Hills, Calabasas, Hidden Hills, Westlake Village, Chatsworth Lake Manor, Malibu Lake, Topanga and West Hills.

### Health and Human Services

Health care options for Malibu residents are also more limited than nearby metropolitan areas. Malibu Urgent Care Center, an affiliate of St. John's Hospital in Santa Monica, supports the community's emergency care needs 365 days per year, from 9:00 a.m. to 7:00 p.m. (8:00 p.m. in the summer). The Los Angeles County Fire Department provides emergency medical treatment, and transport to regional hospitals.



## *XII. Community Leadership*

### *Governance*

The City of Malibu was incorporated in 1991 in an effort to make government more responsive to residents and protect Malibu's natural resources. The City adopted its first General Plan in 1995, after an extensive public participation process. Malibuites currently serve on boards, commissions and committees, continually infusing local government with citizen perspectives.

### *City Officials*

The City of Malibu has a five member City Council that is elected at large; the position of Mayor rotates among councilmembers. Each member serves a four-year term and is limited to two terms. Malibu is a general law city and operates under the Council-Manager form of government. Councilmembers represent the citizens of Malibu in the governing process and act on their behalf in matters of local and regional concern as well as in relevant state and federal issues. Meetings are held on the second and fourth Monday of each month with occasional special meetings. The City Council appoints the City Manager, City Attorney, and City Treasurer/Auditor, as well as members of the City's Boards and Commissions.



2007-2008 City Council from left; Councilmember Pamela Conley Ulich, Councilmember Andy Stern, Councilmember Ken Kearsley, Councilmember Jeff Jennings, Councilmember Sharon Barovsky; Courtesy City of Malibu"

The City Manager oversees all administrative functions and approximately 50 City employees, with many services being contracted out. The City Clerk is the official record keeper for the City. The City Attorney advises all officers and employees of the City on the legal aspects and duties of their respective positions, and in all legal matters pertaining to the business of the City. The City Attorney also represents the City in all litigation, serves as City Prosecutor, drafts legal and official documents, and coordinates legal services. The City Treasurer/Auditor is responsible to the electorate for city funds, internal audits, investment and the maintenance of municipal bonds.

The City is required to coordinate and collaborate with other governmental entities that affect Malibu Life through regional planning and the provision of key services. Each affects life and governance in Malibu in different ways. The California Coastal Commission, the State Water Quality Board, the Southern California Association of Governments, Los Angeles County, and the five-city Las Virgenes-Malibu Council of Governments (COG), state and national park agencies each affect Malibu life through regional planning, budgeting and policy making. The City also collaborates with the California Department of Transportation (Caltrans) and the Los Angeles County Department of Public Works on the maintenance and



operation of Malibu's key ingress and egress roads and with Los Angeles County Fire, Sheriff and Beaches and Harbors departments for the maintenance of order and public safety. Los Angeles Metropolitan Transportation Authority (Metro) provides transportation, but not maintenance.

Other Malibu elected officials include: Los Angeles County Supervisor Zev Yaroslavsky, State Senator (Dist. 23) Sheila Kuehl, State Assembly Member (Dist. 41) Fran Pavley, and U.S. Representative (Dist. 30) Henry Waxman.

### *City Committees, Boards and Commissions:*

Council Sub-Committees include: Administration and Finance, Parks & Recreation, Public Safety, Public Works, Schools, Telecommunications, Zoning Ordinance Revisions and Code Enforcement.

The City has seven commissions, five committees, two boards, and one task force, established to make recommendations to the City Council on matters within the City's jurisdiction: Architects and Engineers Technical Advisory Committee, Bond Measure Advisory Committee, Civic Center Way Task Force, Environmental Review Board, Harry Barovsky Memorial Youth Commission, Mobilehome Park Rent Stabilization Commission, Native American Cultural Resources Advisory Committee, Parks and Recreation Commission, Planning Commission, Public Safety Commission, Public Works Commission, Senior Center Blue Ribbon Advisory Committee, Subdivision Review Committee, Telecommunications Commission, Trails Master Plan Advisory Committee, and Wastewater Advisory Committee.

### *Overview of Malibu Planning*

**Malibu Vision Statement** - "Malibu is a unique land and marine environment and residential community whose citizens have historically evidenced a commitment to sacrifice urban and suburban conveniences in order to protect that environment and lifestyle, and to preserve unaltered natural resources and rural characteristics. The people of Malibu are a responsible custodian of the area's natural resources for present and future generations."

The Malibu General Plan places restrictions on density, and regulates development and construction; it designates a substantial amount of undeveloped open space in the civic center area for commercial uses.<sup>44</sup> The General Plan includes seven state mandated elements: land use, conservation, open space and recreation, circulation, infrastructure, safety and health, noise, and housing.<sup>45</sup> In Malibu, the General Plan also must consider the 1977 California Coastal Act<sup>46</sup> and the Local Coastal Program. Current topographical, environmental and zoning constraints limit the number of residential units to a maximum of 1,075 new units. Between 1995, when the general plan was written, and the 2000 census, 271 residential units were built, leaving a possible maximum of 804 new units that can be built in Malibu. With an average household size of 2.39, these 804 units would add 1,921 residents to the city of Malibu, which would be a 15.2 percent increase over 2000 census figures. These findings in the General Plan suggest that Malibu's growth potential is extremely limited.<sup>47</sup>

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44 *Malibu Economic Plan* - March 2000. p. 1

45 California Government Code Sections 65300-65403 and 65581-655889

46 California Coastal Act appendix B. Malibu General Plan, Introduction 1.2 General Plan

47 *Malibu Housing Trends: Capstone Policy Analysis*, Malibu CA, Pepperdine University, School of Public Policy - April 2005, p.17-18



## Balanced Budgeting

The fiscal year 2005-2006 budget presents a financial plan with total budgeted revenues of \$23,100,461 and total budgeted appropriations of \$23,411,447. The strategy used in preparing the budget was to provide for a balanced budget; maintain a high level of service to the community; implement the City Council's goals and objectives; and support a Capital Improvement Program focused on capital maintenance and repair as well as new construction.

### Revenue Summary by Fund

#### 2005-06 Adopted

Revenue from Property Taxes .....	\$ 4,855,407
Revenue from Other Taxes .....	6,118,750
Revenue from Licenses and Permits .....	1,950,000
Revenue from Fines and Forfeitures .....	225,000
Revenue from Other Governments .....	170,900
Revenue from Service Charges .....	1,964,050
Use of Money and Property .....	175,000
Miscellaneous Revenue .....	5,000
<b>Total General Fund .....</b>	<b>\$15,464,107</b>
Total Special Revenue Funds .....	7,469,704
Total Capital Project Funds .....	0
Total Internal Service Funds .....	166,650
<b>Total Revenue - All Funds .....</b>	<b>\$23,100,461</b>

### Expenditure Summary by Fund

#### 2005-06 Adopted

General Fund .....	\$15,102,744
Total Special Revenue Funds .....	1,179,735
Total Capital Project Funds .....	6,930,583
Total Internal Service Funds .....	208,385
<b>Total All Funds .....</b>	<b>\$23,411,447</b>

The remaining 29 percent of the City's funds are derived from special revenue funds, which include funds for various propositions, grants for the gas tax fund, information technology charges, traffic safety and law enforcement, solid waste management, and parkland development. Special fund revenues are expected to far exceed expenditures

#### 2005-06 Adopted General Fund

Management Services .....	\$ 2,072,544
Public Safety .....	4,729,866
Administrative Services .....	2,173,729
Parks & Recreation .....	1,225,665
Environmental & Community Development .....	3,569,765
Public Works .....	1,331,175



General Fund - .....	\$15,102,744
Special Revenue Funds .....	7,432,291
Capital Project Funds .....	6,920,583
Internal Service Funds .....	208,385
All Funds.....	<b>\$29,664,003</b>

The City's Capital Improvement Projects are projected to cost \$5,701,710 in 2005-6. These improvements include efforts to ameliorate water quality issues through improved storm water treatment and drainage; improve circulation and public safety with pedestrian walkways, street resurfacing, and roadway improvements; and create and restore park space at Trancas and Las Flores.

Implement Capital Improvement Plan for 2005-06 including:

Street Overlay.....	(\$600,000)
TIER Project .....	(\$80,000)
Big Rock Drainage Improvements.....	(\$282,681)
PCH Turn Improvements .....	(\$213,600)
Civic Center Storm Water Treatment Facility.....	(\$2,222,207)
Las Flores Creek Restoration.....	(\$491,143)
Cross Creek Road Reconstruction Design.....	(\$928,000)
Civic Center Way Traffic Improvements .....	(\$386,765)
Civic Center Linear Wetland Trail.....	(\$990,000)
Trancas Park .....	(\$263,787)
Point Dume Walkways.....	(\$422,400)
Corral Canyon Traffic Signal .....	(\$200,000)
Speed Advisory Warning Signs on PCH .....	(\$90,000)



## *XIII. Creating a Vision for Malibu*

### *Why Malibu Needs a Vision*

Malibu Coastal Vision is a citizen-driven, apolitical, non-profit corporation seeking to ensure that Malibu residents and stakeholders are actively engaged in shaping the future of Malibu.

The objectives of the visioning process are to:

- Gain a clear and credible picture of the community and our present resources;
- Preserve those aspects of the Malibu way of life that we value;
- Develop realistic plans for meeting our challenges; and
- Implement strategies for facing the future.
- The practical elements of the visioning process provide for:
  - A comprehensive view of Malibu, now and in the future;
  - An achievable action-oriented roadmap based upon broad citizen participation;
  - Expanded involvement in the civic process, including residents from different walks of life;
  - Recruitment of qualified residents to participate in committees, commissions, and boards;
  - Education that creates change in the public debate on high visibility concerns—addressing the "gray" area of important issues;
  - An efficient, citizen-driven project with pro bono participation by Malibu residents, leveraging their knowledge, skills and experience;
  - Guiding Malibu's future, addressing the ever-increasing pressures of: commercialism, multi-day tourism, Z traffic, blue and greenbelt conservation, schools, growth, and recreational development;
  - Media campaigns, public service announcements, and broad distribution of brochures and reports based upon best practices and lessons learned from comparable communities.

### *Frequently Asked Questions*

#### **What is visioning and how does it differ from strategic planning?**

Visioning is the process by which a community comes together to build consensus, to create a picture of the place it wants to be in the future. Strategic planning is the process by which a community creates a plan, determining how the vision becomes a reality.

#### **Why pursue a visioning process?**

Change happens. The community can shape the way change affects our way of life through proactive planning. The visioning process helps community members to resolve differences, find common ground and establish ongoing dialogue.



## Why is the visioning process separate from the City?

City leaders are, by necessity, focused on the management of immediate and pressing City concerns. Malibu Coastal Vision is made up of dedicated community members acting as conveners, facilitating a volunteer-driven process. The vision will ultimately be used by community leaders and elected officials in shaping plans, providing infrastructure and establishing public policies.

## *The Community Speaks Out*

### Collaborative solutions and consensus built through Malibu Coastal Vision:

The principal purpose of Malibu incorporation was to gain local control over planning and a strong anti-growth sentiment. The residents were being reactive instead of proactive, more in self-defense than a sense of vision.

Malibu has yet to embrace a positive vision of what the community *should* be; it has found itself instead, debating what it *should not* be. Stakeholders have been unable to take time to imagine what Malibu wants to be, to focus on the positive aspects of community building. A vision is needed for the future, one that will resonate with its citizens while tackling the difficult issues.

In view of the opinions reflected in this report—and most particularly the depth of those feelings—there is clearly a great opportunity for community leaders, organizations, and residents to craft a positive agenda for the City. For some, these results may be difficult to accept, or be seen as overly critical of local governance. Many of the problems identified are not the result of faulty leadership, so much as the result of overwhelming external forces that challenge that leadership. Indeed, many of the issues complained of by residents are well beyond the City's control.

It is hoped that Malibu's civic leaders will view these results as an entrée to work more closely with residents in transforming the community and managing change. It is time to move on from the acrimony and controversy of the past to the community building of the future. Malibu needs to approach this opportunity with firm resolve, with open minds, purpose and civility. By embracing a vision that is built on consensus and actionable results, Malibu can lay a solid foundation for the future.

For the civic leaders of Malibu, these results will not be easy to take. While some may take them as an affront to their good efforts at city governance, that is not the way they should be taken. After all, it is not their fault that things are this way. Indeed, many of the issues that the residents of Malibu complain about are well beyond the City's control.

Instead, civic leaders should view these results as an entree to work with its citizens in transforming its community dialogue from one of bitterness and contention to one of community building. Malibu needs to approach this with firm resolve tempered by open minds, with purpose and civility. By crafting and embracing a transparent process that is focused on results, Malibu can create the type of positive foundation it needs to become the thriving, safe, and happy community it deserves to be.

### What is bothering us most

During the round tables and through the vision surveys Malibuites expressed the following concerns: The Malibu Coastal Vision, Inc. met with 350 Malibuites and collected over 10,000



pieces of information in some 21 round tables, and through more than 100 visioning surveys. They discovered that Malibu citizens want a clearer picture of the future of the City and that they are willing to help bring this about:

Topics ranged in six general categories:

1. Community Character and Culture
2. Economic Vitality and Stability
3. Education, Youth Life, and Schools
4. Land Use
5. Services and Infrastructure
6. Traffic and Circulation

During the roundtables and through the vision surveys Malibuites identified the following strengths and weaknesses:

1. Malibu is a community that cherishes its scenic beauty and its small town rural character. Protecting the environment and resident access to trails, beach, etc. is vital.
2. Malibu perceives itself and its community conditions more negatively than positively.
3. The community has grown weary of "debates about land use," the regulatory climate of the city of Malibu, and the California Coastal Commission.
4. The community is profoundly dissatisfied with the status of its traffic and circulation, and with the leadership's inability to solve these problems. Caltrans provides emergency fixes and emergency communication, which are improving, but they still need to be more thorough and timely.
5. Citizens want an attractive community center and neighborhood gathering places. They feel isolated from one another and crave a sense of community.
6. The City needs to take faster action on projects and requests, including permits. The lack of clear guidance from the City, County and State is frustrating.
7. Residents value local control and seek more of a local voice; some would like to see the City take a more active role in developing and enhancing basic services for local businesses.
8. The community is concerned about economic vitality, the financial condition of city government, and the lack of basic commercial services; but they do not want to attract large development.
9. The community recognizes that it is not doing all it can to serve its youth, partly due to a lack of gathering places and transportation alternatives.
10. The community recognizes deficiencies in services and infrastructure including law enforcement, road maintenance, parks, wastewater, and communications infrastructure.
11. Residents are concerned about emergency preparedness; they want to be sure maintenance is done and preventative measures are taken.
12. There are between 99 acres of undeveloped, commercially zoned property in the civic center area. Land use conflicts must be resolved; Malibu citizens and City Council need to develop a comprehensive consensus. More vision is needed in determining what the community is *for*, not just what it is *against*.<sup>48</sup>

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<sup>48</sup> This undeveloped land is owned by the Malibu Bay Company and three others. The property owners have been through two specific plan processes that have collapsed due to growth opposition. Accordingly, the property owners have become frustrated with the city's planning policies that allow property to be placed into commercial zones but do not allow those same properties to be developed.



## Where Do We Go from Here

Most of the community seems to be on the same page as to strengths and weaknesses. The City should concentrate on enhancing its strengths and resolving its weaknesses. Malibu is a community of fiercely held views, not a community known for compromise. Yet, compromise is essential if the City is to move forward on shared values and concerns such as: environmental preservation, civic involvement, neighborliness, isolation, arts activities, and architecture.

Heightened awareness and education would help resolve differences; constructive community dialogue is key, addressing: traffic and circulation, economic vitality, land use and planning, and services and infrastructure. This would help direct and support responsible decisionmaking. New ideas and innovations such as specific plans for the civic center area, can result, but the dialogue must be constructive rather than adversarial. The next phase of Malibu Coastal Vision needs to build a foundation through consensus: how Malibu can get from where it is today to where it wants to be tomorrow.

SCAG Projections - Malibu CA			
	Population	Households	Employment
2000	12,656	5,149	7,498
2005	13,471	5,311	7,645
2010	13,721	5,458	9,151
2015	14,546	5,798	9,711
2020	15,370	6,138	10,242
2025	16,196	6,478	10,727
2030	17,000	6,800	11,171

Figure 30 - Projections. Source: Southern California Association of Governments

## Visions of Malibu Strengths by Category

### Community Character and Culture

"*Scenic Beauty*" was viewed by 97% of the respondents as a community strength in Malibu followed by "*Reputation*" with 94%. The issue receiving the most attention under this category, "*Small town/rural feel*," was viewed by 89% of the responses as a strength followed by "*Qualities of the people*" with 76% and "*Distinct neighborhoods*" with 70%. Mentioned infrequently but receiving 100% support was "*Schools*."

### Economic Vitality and Stability

There was only one core aspect under this category that received recognition as a strength— "*Resident support for local businesses*" with 70%. The rest of the core issues under this category were viewed as weaknesses. The statements "*Pepperdine University*," "*Celebrity residents*," and "*Resolving some land purchase issues*" while mentioned infrequently were strongly supported by those who did by 100%.



## Education, Youth Life, and Schools

Under this category, *"Level of parental involvement"* was viewed as a strength, by 82% of the respondents followed by *"Teachers"* with 80%. Next was *"Boys and Girls Club"* with 74% followed by *"Colleges and University"* with 70%. Also receiving support were *"Adult"* with 60% and *"Condition of school buildings"* with 58%. Although mentioned less frequently the following issues were recognized as strengths by 100% of those who commented on them: *"Scores," "Neighborhood school infrastructure," "High school," "Strong local papers," "Community center," "Sports," "Graduation outstanding," "Public schools are strong," "Creative community—opportunities for mentoring," "Good school programs," "Private schools," "Schools offer sense of pride and unification," "Potential for local control of schools,"* and *"Break staggering with r/high good."*

## Land Use

Receiving the strongest support as a strength was the issue of *"Land values"* with 84% of the respondents supporting it followed by *"Open space"* with 75%, *"Views of beaches"* with 73%, *"Access to beaches"* with 68%, and *"Hiking, biking and riding trails"* with 61%. While receiving far fewer mentions the following issues received the support of 100% of the respondents mentioned: *"We are internationally known," "Pepperdine in community,"* and *"Can see the stars."*

## Services and Infrastructure

Leading recognition as a strength under this topic were *"Public library"* with 75% followed by *"Post-emergency responses"* with 67% and *"Availability of community meeting spaces"* with only 56%. Receiving fewer mentions but receiving 100% support of the respondents who mentioned them were: *"Cleanup efforts at Malibu Creek," "Opportunity to hire consultants," "Televised City Council meetings," "Malibu Public Library," "Santa Monica Bay Keepers,"* and *"City/staff management improving."*

## Traffic and Circulation

Of the 12 core issues that were built into the survey under **Traffic and Circulation** none were viewed to be a strength of the community. Of the other statements extracted from the Excel spreadsheets *"Road maintenance"* was viewed as a strength with 77% followed by *"Hot line communication"* with 67%. Receiving fewer mentions but receiving 100% support as issues were *"Possible ferry system," "Add tunnels," "Other access opportunities," "Public transit: other opportunities," "Improve drainage and protect roads," "Need to enhance local non-driving access to key locations," "Carries a lot of traffic,"* and *"Prevent local commuting through local office space rentals."*

## Weaknesses by Category

### Community Character and Culture

*"Public landscape"* was viewed by many as a weakness with 78% followed by *"Town center"* and *"Political climate/tone"* with 74%. Also viewed as a weakness under this category were *"Political involvement"* with 65% and *"Arts venues"* with 59%. *"Too much money and not enough activity"* and *"Character defined by traffic—no long-term planning"* were mentioned infrequently but received 100% support as strengths.

## Economic Vitality and Stability

Of the nine core issues under the **Economic Vitality and Stability** category, all but one were viewed as weaknesses led by "*City budget management*" and "*Economic*" with 82% followed by "*Availability of basic commercial services*" with 77%, and "*City portion of shared revenue*" and "*Stability/vitality of city revenue*" with 75% each. Next was "*City support for local businesses*" with 69% followed by "*City surplus for emergencies*" with 64%. Although hardly mentioned "*Isolation/location*," "*Recurring natural disasters*," "*Community is over-involved*" were recognized by those who did mention them by 100% as weaknesses.

## Education, Youth Life, and Schools

Leading the pack as issues recognized as weaknesses under this category were "*Places for youth to gather*" and "*Transportation for pre-16 youth*" with 79% each, followed by "*Curriculum*" with 74% and "*Safety*" with 65%. Receiving fewer mentions but recognized as weaknesses by 100% who did mention them were "*Library*," "*Good school attracts more people to live in Malibu*," "*Lack of non-sports attendance*," "*Small town feel connections between staff, kids, and family*," "*Needs list of numbers for who runs what*," "*Pampered youth*," "*Need and respect for economic diversity*," "*High pressure on kids*," and "*Façade of service groups created to pad kids' college entrance resumes*." Following was "*Funds*" with 92% of the small number who responded.

## Land Use

Of the most mentioned issues, "*Debates about land use*" was viewed as a weakness by 91% of the respondents followed by "*LCP regulatory processes*" with 90%. A total of 85% felt "*City zoning and building codes*" were a weakness followed by "*Distribution of business/commercial spaces*" with 77%, "*Health of ocean and beaches*" with 73%, "*Parking*" with 71%, "*Low floor to area ratios*" with 69%, and "*City purchase of open lands*" with 61%. While mentioned less frequently the following issues were viewed as weaknesses by 100% of the people who mentioned them: "*No ownership of City Hall*," "*Need more pedestrian walkways*," "*Inherited bad County planning and record keeping*," "*More facilities should be open later for kids*," "*Changing character of community forcing long time residents out*," and "*Lack of vision from top down*."

## Services and Infrastructure

Of the most frequently mentioned weaknesses "*Road maintenance*" received greatest recognition as a weakness with 90% followed by "*Drainage of slopes*" with 88%, "*Codes*" with 84%, "*Public restrooms*" with 80%, and "*Traffic management (sheriffs)*" with 74%. Also receiving recognition as weaknesses were "*Layout of the town center*" and "*Wastewater treatment*" with 69% each, "*Reinforcement of slopes*" with 63% and "*Availability of desired public services*" and "*Water supply*" and "*Communications infrastructure*" each with 61%. Next were "*City Hall buildings*" and "*Communication services*" with 57% and "*Health care emergency services*" and "*Standard health care*" with 56%. Of the lesser mentioned items 100% recognized the following issues as weaknesses: "*No infrastructure especially for young kids*," "*Lack of foresight planning for landscaping*," "*Isolation*," "*Time wasted over arguing about chain restaurants*," "*Structures of high school and middle schools too close*," "*No control of public services*," "*Appearance of schools and facilities*," "*Topography requires segmentation of homes*," "*Poor maintenance of what exists*," and "*Rely on outside agencies to run city departments*."



## Traffic and Circulation

The respondents viewed all of the core issues under the Traffic and Circulation category as weaknesses. Leading the pack were *"Flow and congestion"* and *"Bike friendly routes"* with a near unanimous 98% followed by *"Access into and out of the City"* with 92% and *"Caltrans responsibility/ownership of PCH"* with 91%. Next was *"Median and roadside landscaping"* with 89%, *"Pedestrian friendly routes"* with 87%, and *"Speed and safety"* and 84%. Rounding out the weaknesses in this category were *"Availability and frequency of transit"* with 79%, followed by *"Parking"* with 77%. Next were *"Number and timing of lights"* with 66%, *"Reliability of public transit"* with 63%, and *"Crisis response"* with 58% viewing the issues as weaknesses. Of the lesser mentioned issues the following were ones that were viewed as weaknesses by 100% of the respondents: *"No rideshare program," "Motorcycle noise violation," "Need more education regarding traffic patterns,"* and *"We need help! Just a commute lane (PCH)."*

## Split Responses by Category

Likely controversial issues—as there was no clear consensus as to strength or weakness:

### Community Character and Culture

The split votes on issues in this category were led by *"Focus on environmental preservation/concern"* (45% W/55% S), *"Neighborliness"* (54% W/41% S), *"Architecture"* (53% W/47% S), *"Civic involvement"* (52% W/47% S), and *"Isolation"* (48% W/49% S). Although mentioned less frequently *"Arts activities"* was split with 46% W/52% S.

### Economic Vitality and Stability

There are two issues that were split under this category—*"Mix of stores, restaurants and services,"* (55% W/45% S) and *"Tourism"* (54% W/46% S).

### Education, Youth Life, and Schools

Split votes in this category were led by *"Unified School District"* (51% W/41% S), *"Availability of extracurricular activities"* (47% W/46% S) and *"Proximity of middle and high schools"* (45% W/48% S).

### Land Use

The issues receiving a split response under this category were led by *"Environmental sensitivities"* (45% W/55% S), followed by *"Amount of business/commercial spaces"* (52% W/48% S) and *"Parks"* (49% W/51% S).

### Services and Infrastructure

The split counted votes under this category were *"Pre-emergency communication"* (54% W/40% S), *"Sheriff availability"* (42% W/53% S), *"Parks"* (47% W/51% S), and *"Availability of essential services"* (50% W/46% S).

## Traffic and Circulation

There were no split responses to any of the issues listed under the Traffic and Circulation topic.



## What the Results Mean

Taking all responses by category in aggregate, the only category that had issues that were recognized more as strengths rather than weaknesses was **Education, Youth Life and Schools**. In the rest of the categories, participants recognized more weaknesses than strengths.

### A. Recognized Strengths

Those issues or aspects that were cited by a supermajority of participants (i.e., over 80%) as strengths were "*Small town/rural feel*," "*Scenic Beauty*," and "*Reputation*" in the **Community Character and Culture** category; "*Level of parental involvement*" and "*Teachers*" under the **Education, Youth Life and Schools** category; and "*Land values*" under the **Land Use** category. By contrast, there was no supermajority of support for any issues as a strength under **Economic Vitality and Stability**, **Services and Infrastructure** and **Traffic and Circulation** categories.

### B. Recognized Weaknesses

A supermajority recognized as weaknesses "*City budget management*" and "*Economics*" under the **Economic Vitality and Stability** category; "*Places for youth to gather*" and "*Transportation for pre-16 youth*" in the **Education, Youth Life and Schools** category; "*Debates about land use*," "*LCP regulatory processes*," and "*City zoning and building codes*" under the **Land Use** category; "*Road maintenance*," "*Public restrooms*," and "*Pre-emergency communications*" in the **Services and Infrastructure** category; and "*Speed and Safety*," "*Access into and out of the city*," "*Caltrans responsibility/ownership of PCH*," "*Flow and congestion*," "*Median and roadside landscaping*," "*Bike friendly routes*," and "*Parking*" under the **Traffic and Circulation** category.

The strength of feeling stated by these super majorities reflect that there are a number of issues recognized as serious weaknesses by a large sector of the community in the areas of **Traffic and Circulation**, **Economic Vitality and Stability**, and **Land Use** categories. There was no supermajority who felt that there was a strongly recognized weakness in the **Community Character and Culture** category and the **Education, Youth Life and Schools** category.

### C. Divided Responses

The largest number of split votes was in the **Community Character and Culture** category with "*Focus on environmental preservation/concern*" (45% W/55% S), "*Civic involvement*" (52% W/47% S), "*Neighborliness*" (54% W/41% S), "*Isolation*" (48% W/49% S), "*Arts activities*" (46% W/52% S), and "*Architecture*" (53% W/47% S).

### D. Combined Responses on Topics

Of the issues identified in all community categories, it appears that Malibuites view most of them as weaknesses rather than strengths. Only under **Education, Youth Life, and Schools** were the attributes described viewed as strengths with 54% of the issues viewed as strengths, 38% of the issues viewed as weaknesses, and 8% split votes.



Under the **Community Character and Culture** category, 32% of the statements were viewed as strengths, 36% as weaknesses, with split votes on the remaining 32%.

Statements under the **Economic Vitality and Stability** category were viewed as weaknesses by 73%, as strengths by 26%, and only 1% were split.

Of the **Land Use** category, 56% of the statements were viewed as weaknesses, 36% as strengths, and 8% were split votes.

Only 24% viewed the statements under the **Services and Infrastructure** category were viewed as strengths, 66% as weaknesses, and 10% were split.

Finally, under the **Traffic and Circulation** category only 36% of the statements were viewed as strengths while 64% were viewed as weaknesses, but it was the strength of feeling of those weaknesses under this category that was telling. In fact, of the first 12 statements under the **Traffic and Circulation** category that received the most response, all were viewed as weaknesses by an overwhelming number of respondents.

Under the **Economic Vitality and Stability** category, eight of the first ten statements receiving the most response were viewed as weaknesses, only one as a strength, and one was split.

Under the **Services and Infrastructure** category of the first 23 statements receiving the most response 16 were viewed as weaknesses, only three were viewed as strengths, while the community was split on four of those statements.

Of the first five statements under the **Land Use** category that received responses from over 100 individuals, four of the five were viewed as weaknesses, only one as a strength.



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# Malibu Coastal Vision