

Skechers Retail Expansion

Appeal of Planning Commission's
Approval of a Use Permit for Retail
Expansion Over 1,600 Square Feet

City Council Meeting
June 06, 2017



Background

- ▶ Planning Commission Public Hearing:
 - March 29, 2017
- ▶ Appealed to City Council
 - April 11, 2017
 - Filed by Martha Andreani, Downtown Residents Group



Background

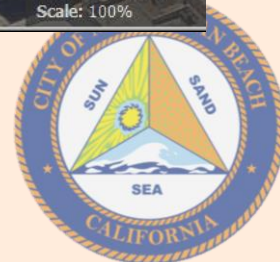
- Interim Zoning Ordinance: June 2016
 - Use Permit- Retail Space > 1,600 Sq Ft BFA
- Existing Skechers Store: 3,435 Sq Ft BFA
- Proposed Skechers Store: 4,829 Sq Ft BFA



Location



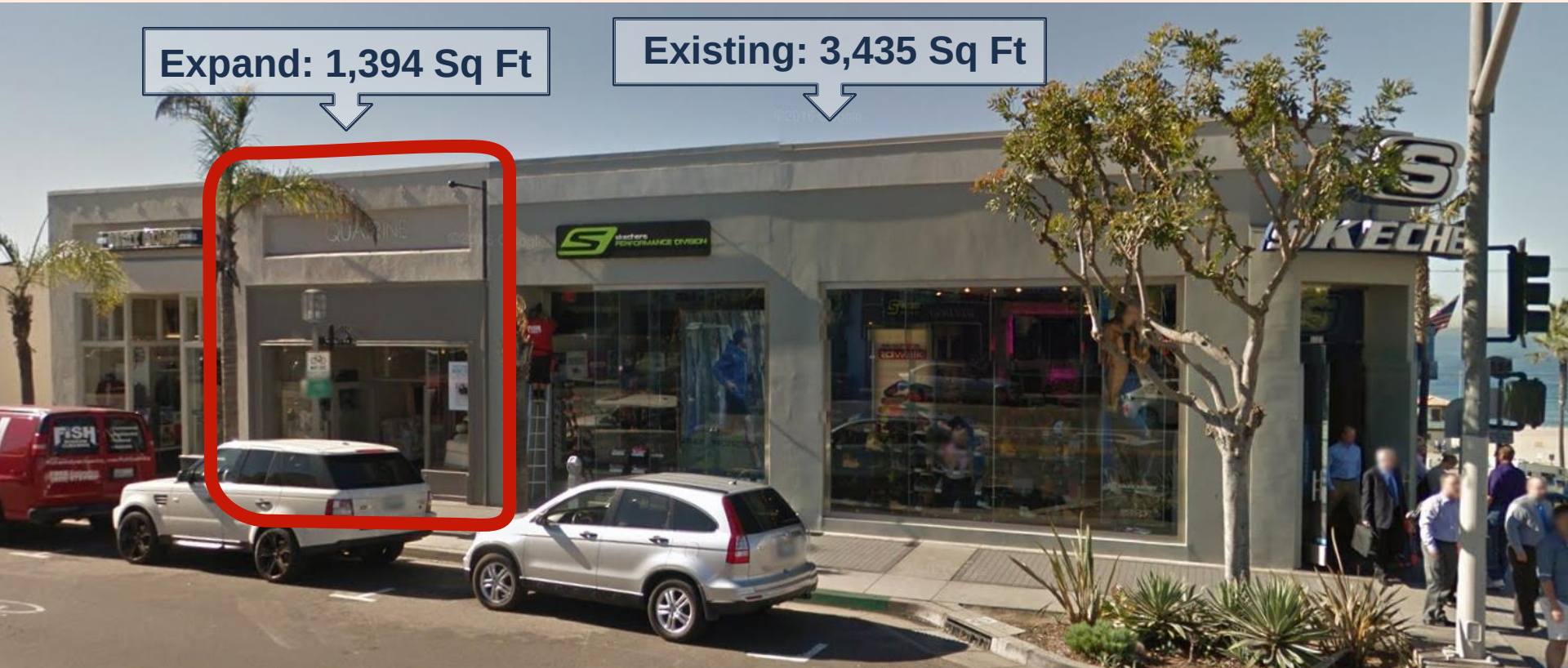
Orientation: South
Zoom Level: Neighbor
Type: Angled
File: CALOSA072041Ne
Date: 2014/02/22
Scale: 100%



Skechers Retail

Expand: 1,394 Sq Ft

Existing: 3,435 Sq Ft



Manhattan Avenue



Downtown Specific Plan

- Not yet in effect
 - Coastal Commission currently reviewing
- Implements:
 - Maximum Sales Floor Area
 - Maximum Tenant Frontage
 - Minimum Façade Transparency

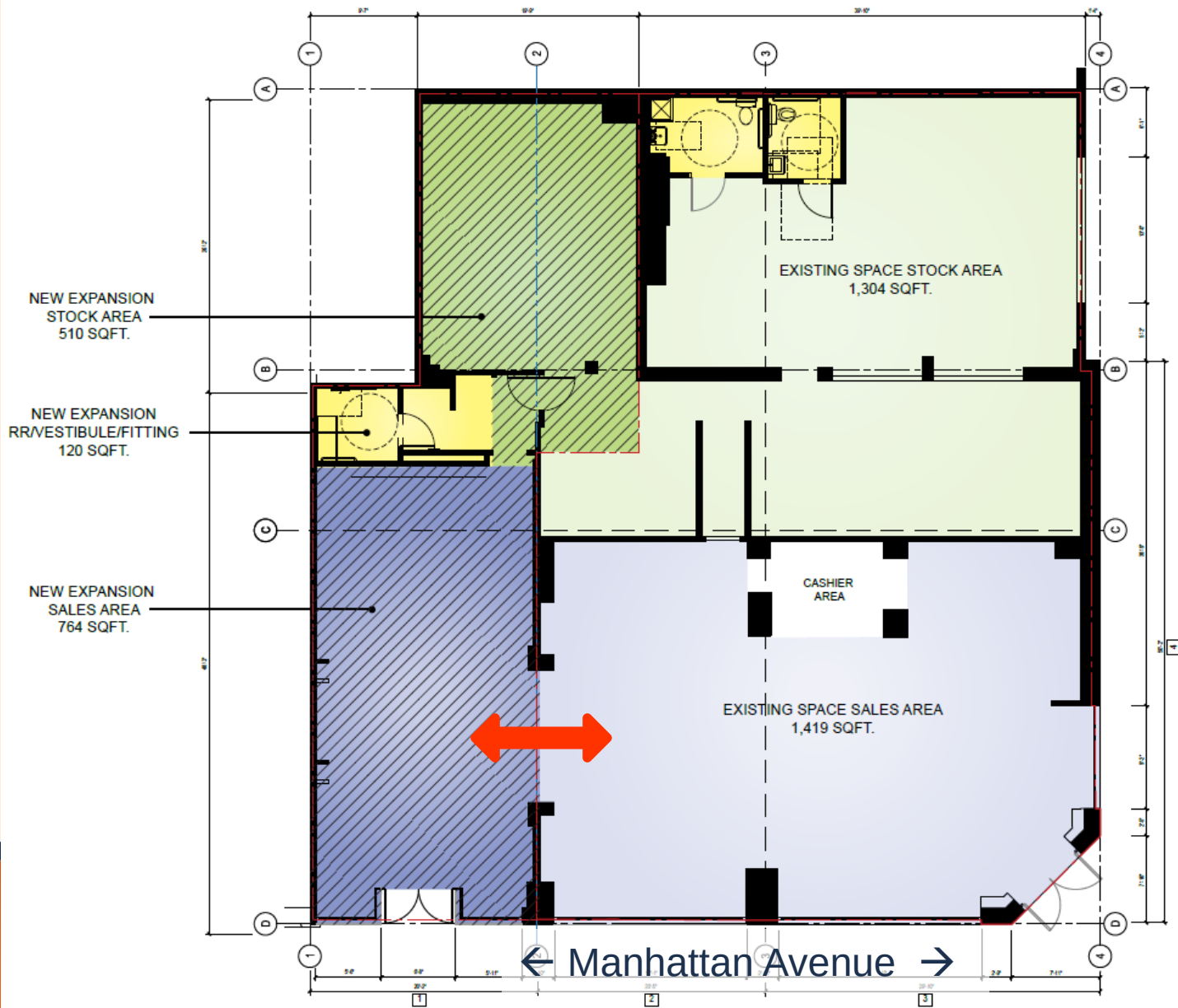


DTSP: Sales Floor Area

- Use Permit if retailer's Sales Floor Area > 1,600 Sq Ft
- Definition of Sales Floor Area
 - Not BFA!
 - IZO based on BFA, not Sales Floor Area
- Existing Sales Floor Area: 1,394 sq ft
- Final Sales Floor Area with expansion: 2,183 sq ft



BFA vs SFA



← Manhattan Beach Blvd →

- LEGEND
- SALES AREA
 - STOCK AREA
 - RESTROOM / VESTIBULE / FITTING ROOMS
 - EXPANSION AREA



DTSP:

Sales Floor Area

Use Permit Requirement	Expanded Skechers Store
IZO BFA > 1,600 sq ft	4,829 sq ft > 1,600 sq ft 301.81% over 1,600 sq ft BFA
DTSP SFA > 1,600 sq ft	2,183 sq ft > 1,600 sq ft 36.44% over 1,600 sq ft SFA



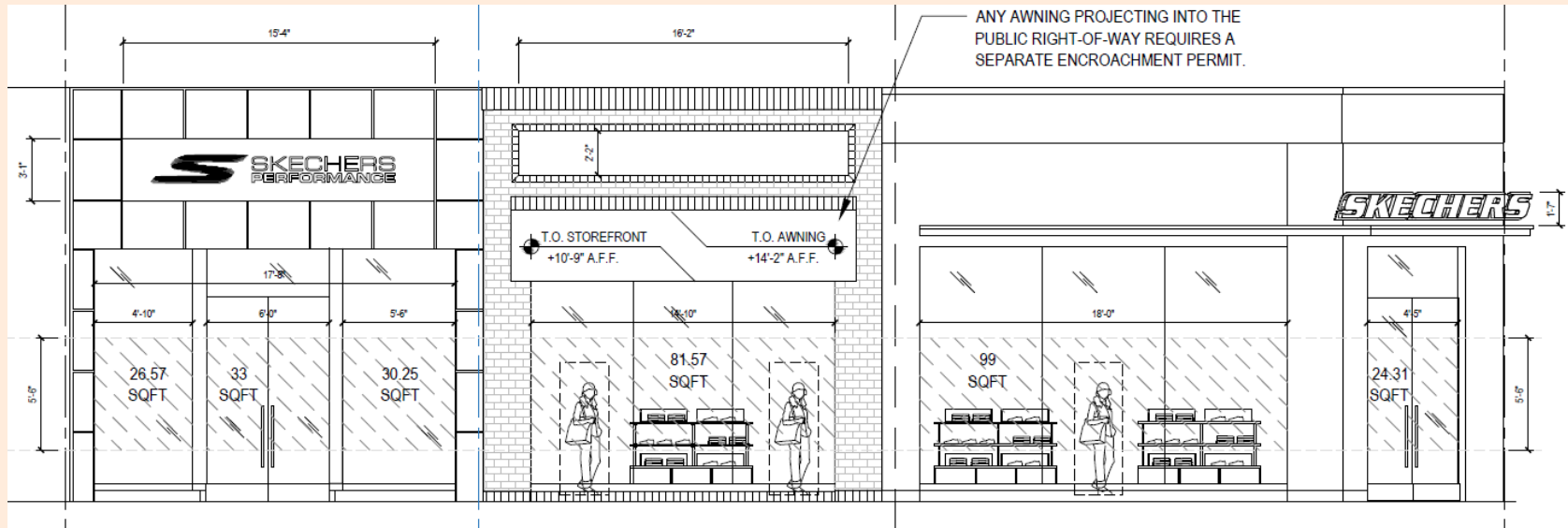
DTSP:

Tenant Frontage

- Manhattan Ave Maximum Frontage: 35 ft
- Manhattan Beach Blvd Maximum Frontage:
 - 50 ft along first two-thirds (topography)
 - 35 ft last third
- Proposed Frontage:
 - Manhattan Ave: 70 ft
 - Manhattan Beach Blvd: 50 ft first two-thirds



DTSP: Maximum Tenant Frontage



DTSP:

Minimum Façade Transparency

- Requirements
 - Primary frontage: 70%
 - Non-primary frontage: 60%
 - If not possible, provide visual interest
- Proposal:
 - Primary- Manhattan Ave: ~75%
 - Non-primary- Manhattan Beach Blvd: ~27%
with local public art piece



Standard Use Permit Findings

- Retail use appropriate for CD zone
- Retail use appropriate for General Plan Downtown Commercial Land Use Category
- Will not harm public health, safety, or welfare
- Will not adversely impact nearby properties
 - Retail use to retail use



IZO Use Permit Findings

- Maintains residential quality of life
- Small town character
- Downtown Design Guidelines
- Balance Mix of Uses



Appeal

- Approval contrary to IZO & DTSP
- Larger store doesn't exhibit “small town character”
- Staff comments



Conclusion

- Conduct Public Hearing
- Adopt resolution approving with conditions

