

# **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

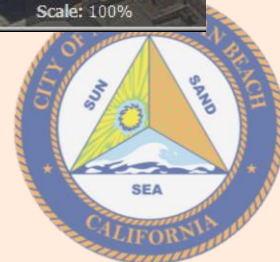




# Location



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

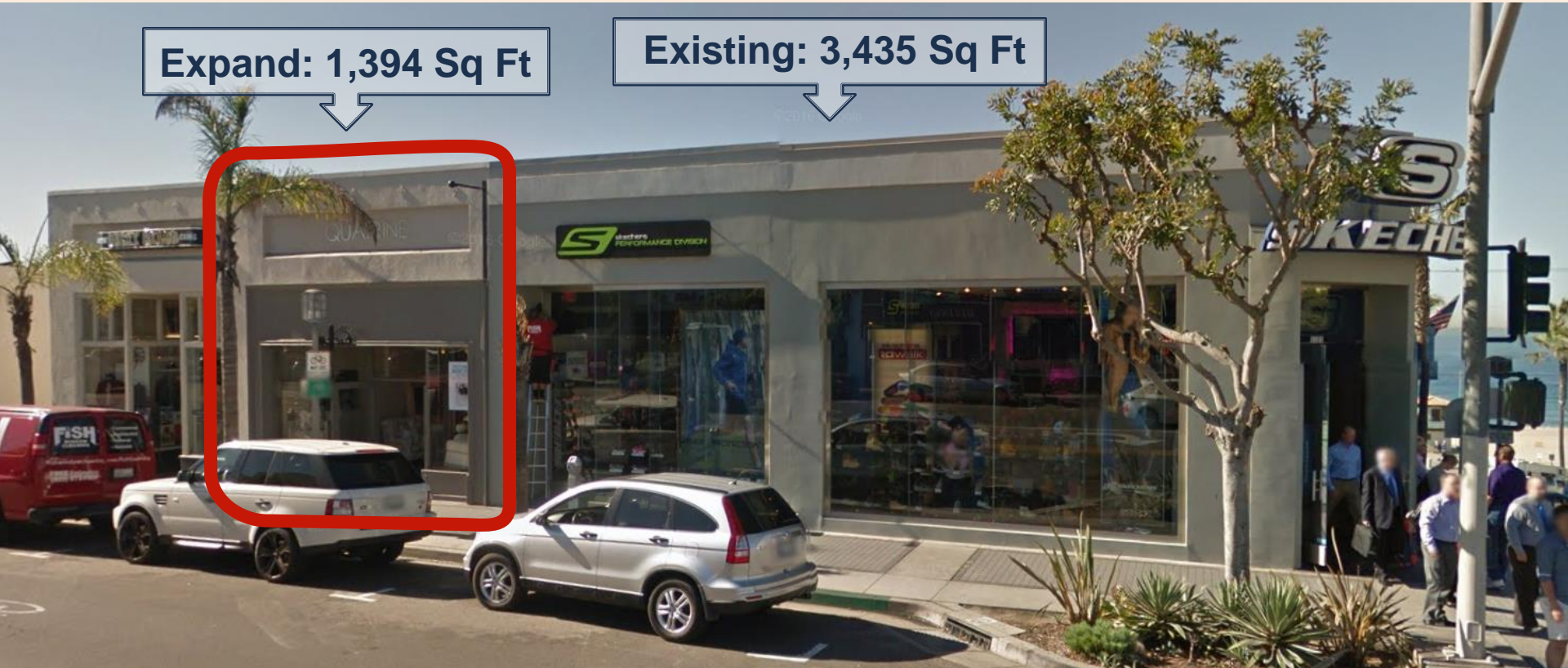




# Skechers Retail

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





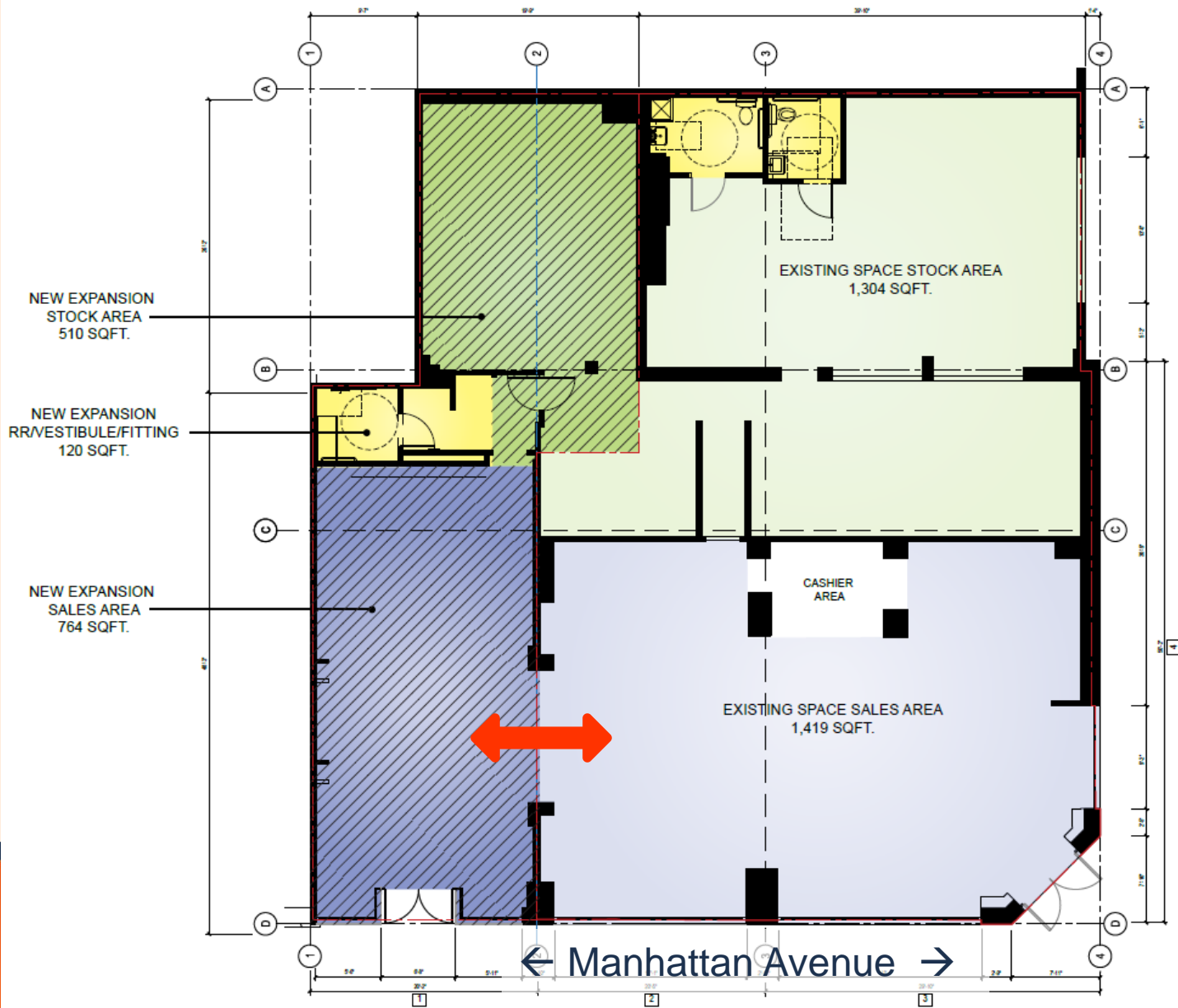
# DTSP: Sales Floor Area

- 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 →

← Manhattan Avenue →

## 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 <b>36.44% over 1,600 sq ft SFA</b>





# **DTSP:**

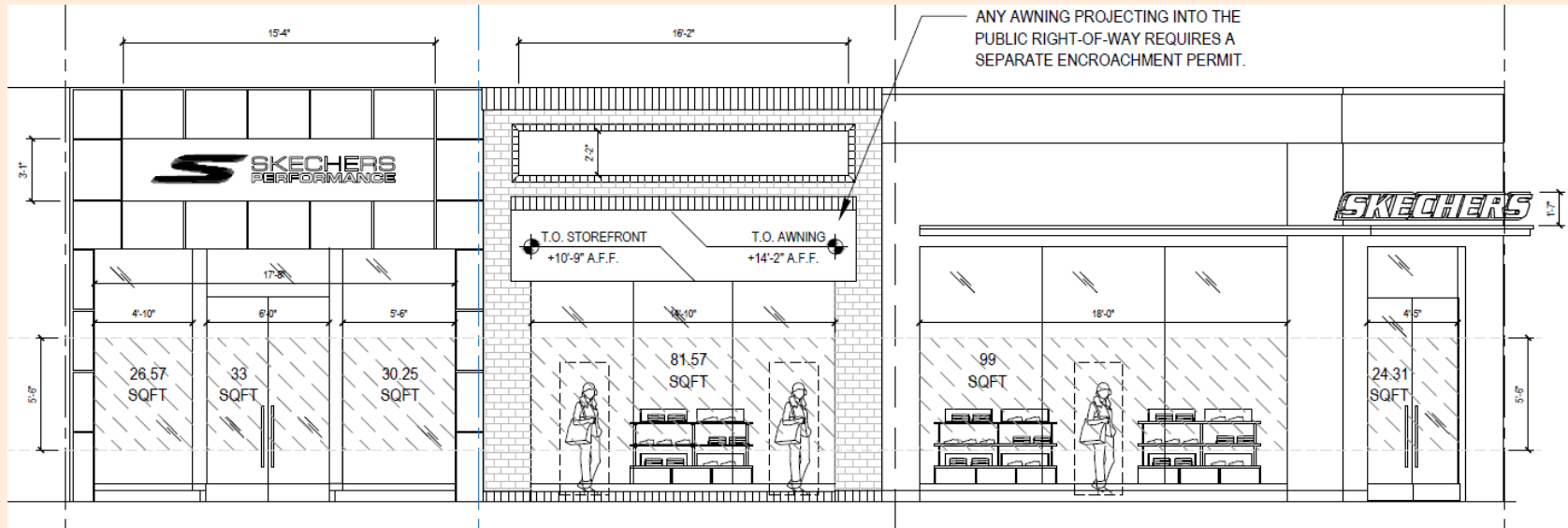
## **Tenant Frontage**

- 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

