

August 4, 2005

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
August 9, 2005

**REVISED OUTDOOR DINING STANDARDS AND NEW RETAIL SALES/DISPLAYS  
STANDARDS FOR PIER PLAZA.**

**Recommendation:**

1. That the City Council review and approve the Outdoor Dining Guidelines
2. That the City Council review and approve the Retail Sales/Display Guidelines
3. That the City Council provide direction to staff on the implementation of the Retail Sales/Display Guidelines including a zone code text amendment.

**Background:**

The City Council, at its meeting of May 10, 2005, reviewed the existing outdoor dining guidelines and heard from a number of business operators on the Plaza on several ideas to improve the guidelines. The attached revised guidelines represent the direction that the City Council provided. These are ready for your review and adoption.

Staff was further directed to develop a retail sales/display guidelines for all of the retailers on the Plaza. It was further decided that the retail operations would pay only the application fee of \$370 and no monthly fee would be assessed as an incentive for the retail businesses. The attached retail sales/display guidelines set forth the basic rules and require that the business operator complete the application, and provide the insurance certificate. The Zone code will need to be amended to implement these guidelines as the present code prohibits outdoor display of merchandise. This amendment will be processed through the Planning Commission and back to the City Council for final approval.

These guidelines have been written to meet the present parking requirements, which would allow outdoor display areas of up to 332 square feet without requiring an additional parking space. Considering that the most common space is 390 square feet (13x30=390) and the 5-foot access way is deducted which leaves 325 square feet, which is below the 332 thresholds. A business wishing to have more space would have to consider the parking in lieu. None of the existing business displays would seem to require any additional parking.

I have also attached a letter from Mr. Leland Van Alder regarding the outdoor retail sales/display and he and others that are not located on Pier Plaza would like to have some ability to place merchandise outside of their stores on the sidewalk. If the City Council is interested in considering this request it could be included the text amendment that staff will be taking to the Planning Commission.

Respectfully submitted,

Stephen R. Burrell  
City Manager