

March 8, 2006

**Honorable Mayor and Members
of the Hermosa Beach City Council**

**Regular Meeting of
March 14, 2006**

**SUBJECTS: REVIEW OF DOWNTOWN RETAIL MERCHANDISE DISPLAY STANDARDS
RELATING TO TEXT AMENDMENT TO PERMIT DISPLAY OF RETAIL
MERCHANDISE ON PIER PLAZA**

Recommendation:

That the City Council direct staff to revise the draft standards pursuant to the recommendations of the Pier Plaza businesses.

Background:

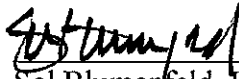
On January 24, 2006 the City Council reviewed a draft ordinance and directed staff to meet with downtown merchants to refine proposed retail merchandise display standards. Previously, the City Council had reviewed the standards and a related draft ordinance.¹

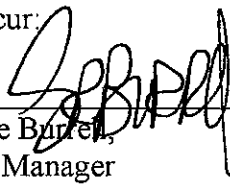
Analysis:

The retail sales/display standards apply exclusively to businesses along Pier Plaza. Staff notified the downtown businesses by mail and met with retail businesses at the Chamber of Commerce and reviewed the City's draft regulations on February 28, 2006.² Representatives from High Five and Spyder Surfboards and Blue attended the meeting along with the Chamber Executive Director. The sentiment from the businesses at the meeting was that current retail displays were unattractive and detracted from Pier Plaza. Photos of outdoor merchandise displays in outdoor shopping centers were reviewed by the group. The Chamber Board subsequently submitted a letter supporting revised regulations that included small, standardized retail kiosks rather than the clothing racks and pop up tents currently used display merchandise. The businesses felt that the effort should be to create updated look of "as the next step to update the ten-year old promenade".

The group suggested making the kiosks a requirement for retailing on the Plaza and prohibiting clothing racks and tent structures, except when designated outdoor sales events, approved by the City, are being held. Staff proposes that encroachment retail displays not exceed 166 sq. ft. since there is no affect on required parking.³ The proposed kiosks limit the amount of retail area to help ensure that the businesses maintain that standard. If the City Council agrees with these recommendations, staff will revise the draft standards as directed. The draft ordinance contains insurance and encroachment permits requirements.

Under the proposed changes, a retail businesses is required to obtain an encroachment permit and insurance to use the encroachment areas, but is charged a reduced encroachment lease rate in order to provide an incentive for retail business location and expansion along the Plaza. A business owner must currently remit an encroachment permit fee of \$370 and a monthly lease payment of \$.50 per square foot for sales display in the encroachment area.


 Sol Blumenfeld, Director
 Community Development

Concur:

 Steve Brunel,
 City Manager

Notes:

- On May 10, 2005, the City Council reviewed the current outdoor dining regulations and directed staff to return with a resolution reflecting the City Council's changes including new regulations for retail sales on Pier Plaza. On August 9, 2005, the City Council approved Resolution No. 05-6418, adopting standards for the design and operation of outdoor retail sales display areas on Pier Plaza. On November 15, 2005, the Planning Commission considered the subject amendments and twice continued the matter in order to have staff investigate other methods for providing outdoor display of retail merchandise along Pier Plaza. On December 7, 2005 the Planning Commission recommended approval of the subject text amendment and approved the attached resolution.

2. Existing Retail Businesses:

North		
34 Pier Avenue	Shirt Tales	Retail Clothing
50 Pier Avenue	Treasure Chest	Miscellaneous Retail
50 Pier Avenue	Robert's Liquor	Liquor and Sundries
South		
25 Pier Avenue	Pier Surf	Miscellaneous Retail
31 Pier Avenue	Avanti Jewlers	Retail
53 Pier Avenue	High Five	Woman's Clothing
49 Pier Avenue	Beach Shop	Miscellaneous Retail
49 Pier Avenue	Powerline 6 Store	Shoe Store
59 Pier Avenue	Blue	Clothing Retail
65 Pier Avenue	Spyder II	Miscellaneous Retail

- The retail encroachments technically result in increased gross floor area for the retail businesses and are subject to parking requirements since retail parking regulations are based on gross floor area. As long as the encroachment retail area does not exceed 166.5 sq. ft. there is no additional required parking. The current retail downtown parking requirement is one space per 333 sq. ft. (333 sq. ft. per required space x .50 = 166.5 sq. ft. per Section 17.44.180 round-up requirement). The retail area is proposed to be limited to not more than 166 sq. ft. to avoid additional required. Any businesses wishing to use more that will be required to remit in-lieu parking fees and process a parking plan similar to what was done originally for the Pier Plaza restaurants.

Attachments:

- Outdoor Display of Retail Merchandise on Pier Plaza Standards.
- Photos

F:\b95\CDCC\PierPlazaRetail3



Heramosa Beach

CHAMBER OF COMMERCE
AND VISITORS BUREAU

February 28, 2006

RECEIVED

MAR - 2 2006

Per.....

Steve Burrell
City Manager
City of Heramosa Beach
1315 Valley Drive
Heramosa Beach, CA 90254

Dear Steve:

In anticipation of your report to City Council, I would like to report that the Board of Directors of the Heramosa Beach Chamber of Commerce & Visitors Bureau supports the regulation of merchandise displays in the easement areas of Pier Plaza. Our Board feels that the Plaza should be an area for our residents and visitors to enjoy, and that some standardization should be determined by the Planning Department with the assistance of the City Council.

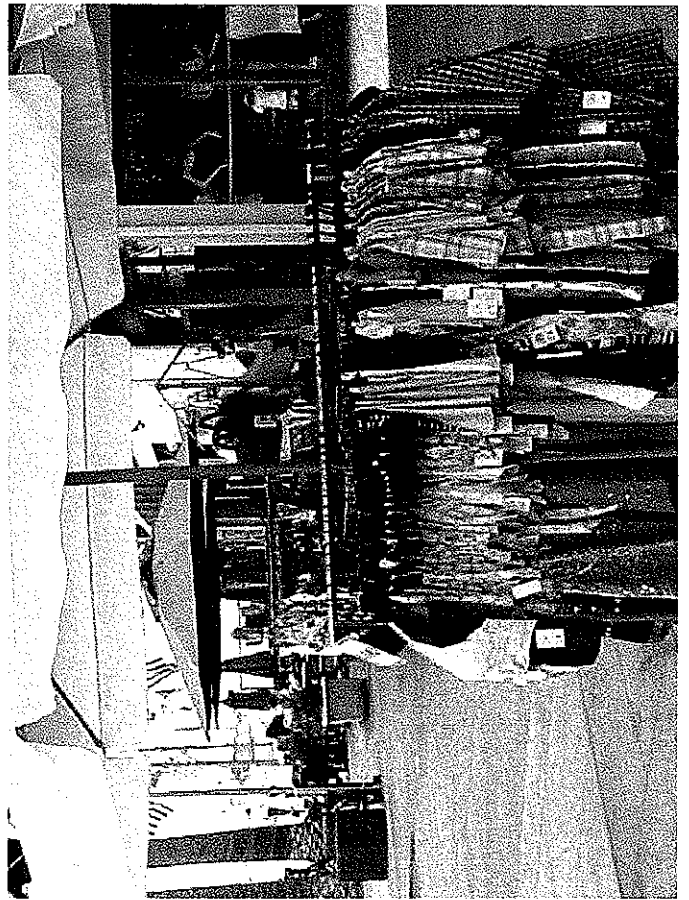
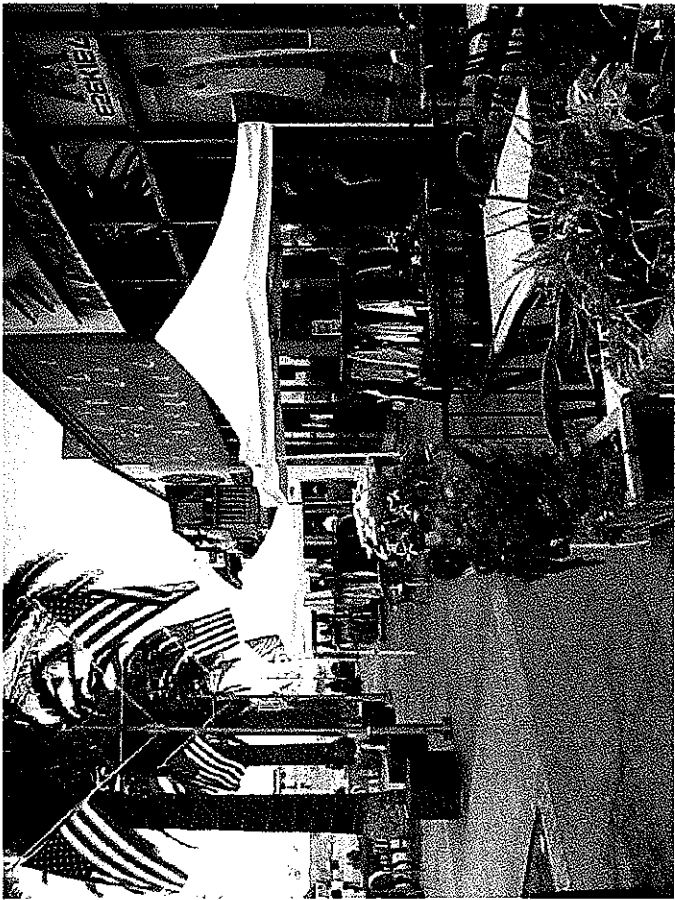
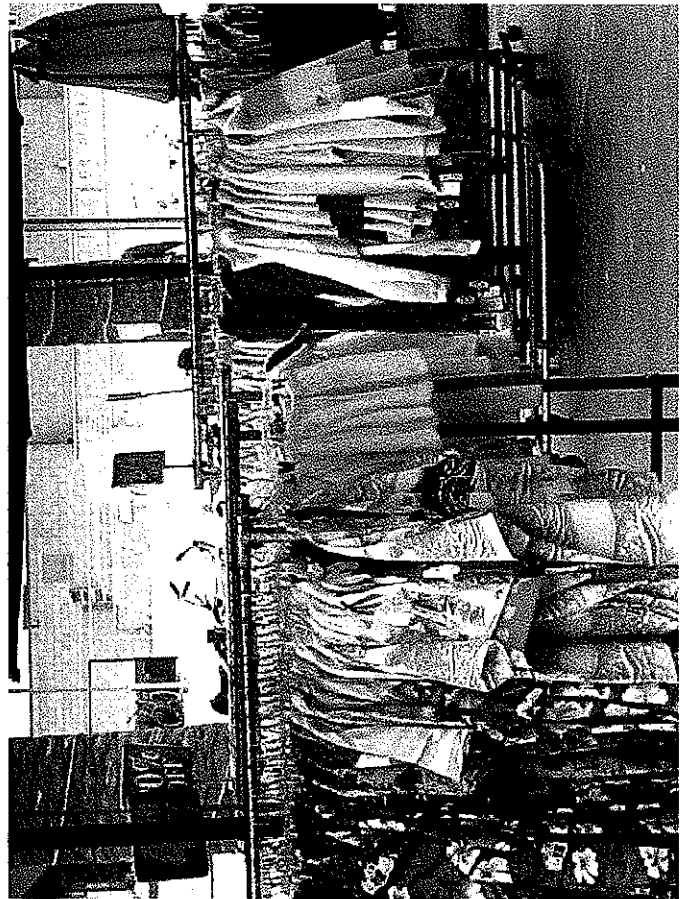
In our joint City/Chamber meeting with Plaza merchants today, we unanimously agreed that small displays of merchandise would enhance the retail establishment's ability to attract customers, who would need to enter the stores to further explore their wares. These displays should meet the requirements of the city, and probably not exceed 15 square feet. The displays should also provide a clearing of five feet from either side of the entrance.

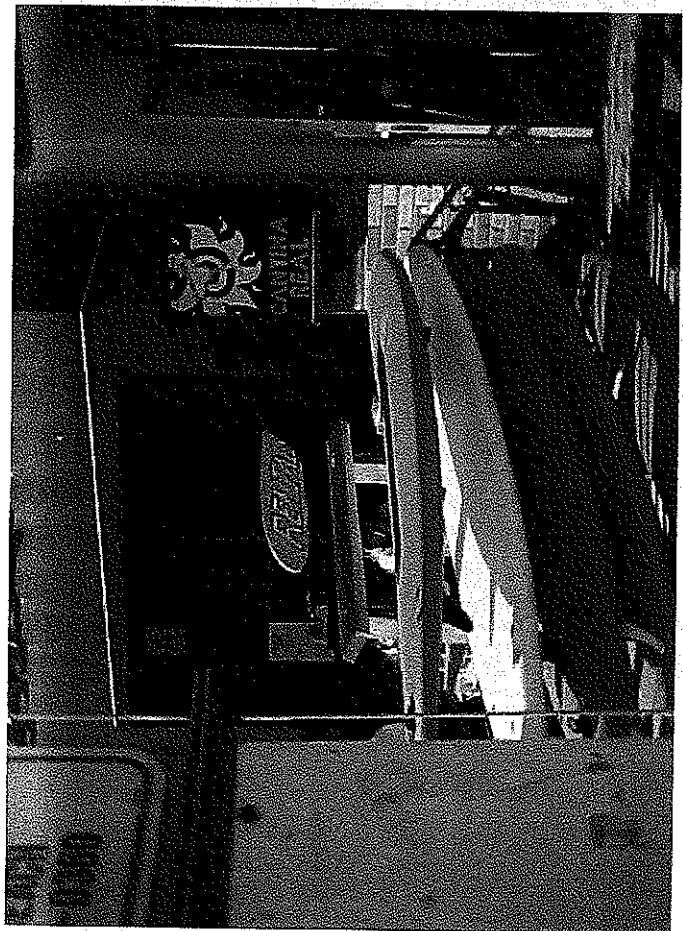
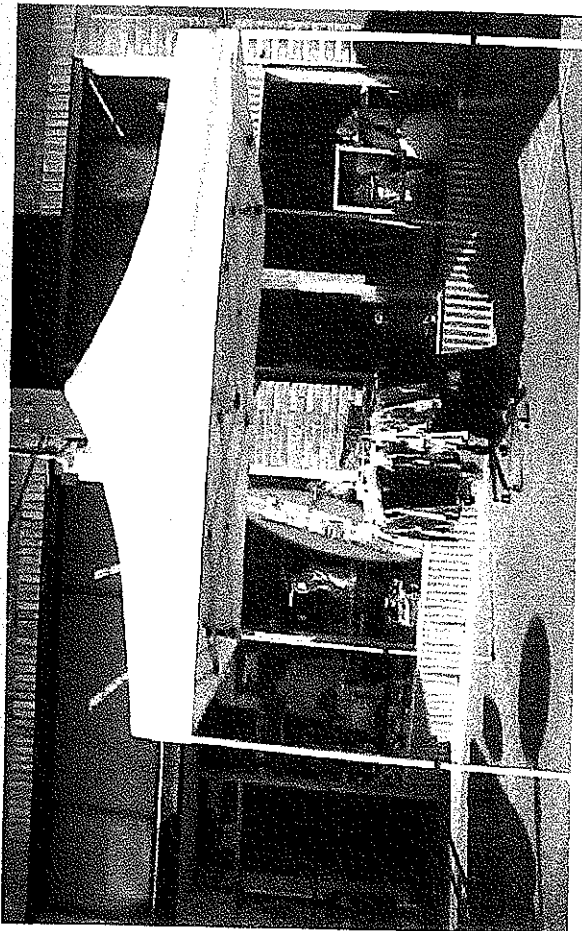
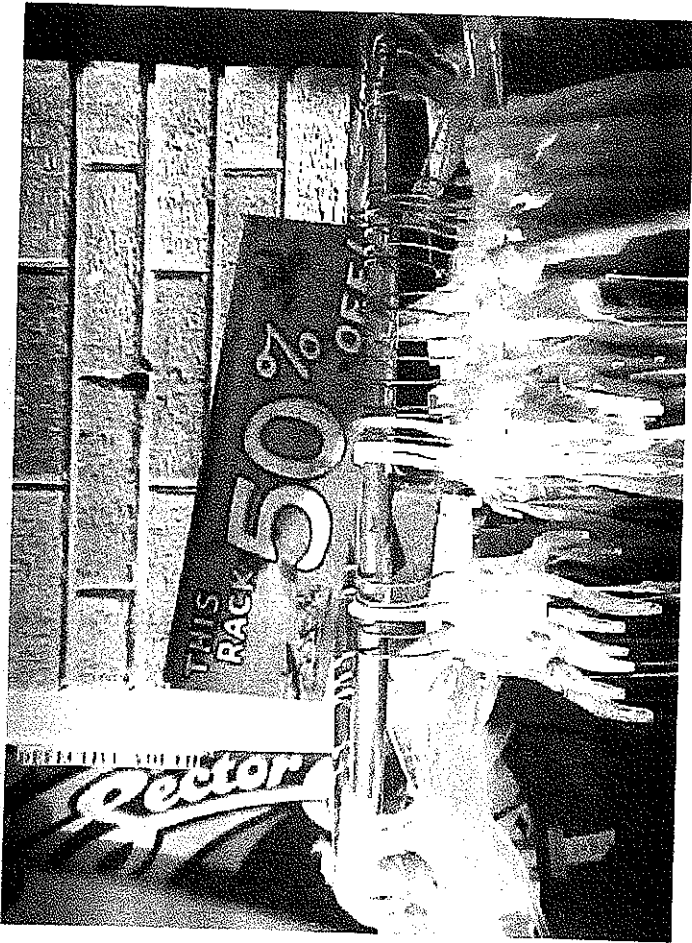
We also looked at photographs of kiosks that were provided by Sol Blumenfeld. If semi-permanent kiosks were installed in the center of Pier Plaza, they could encourage more shopping among residents and visitors throughout the entire downtown by providing additional retail choices to compliment our existing businesses. The kiosk space could be made available to our own businesses first, because many may desire a satellite location. The kiosks could be standardized to provide a harmonious design element that would incorporate a fresh focal point for the Plaza. As one merchant said, this would be the logical next step to update our ten-year old promenade.

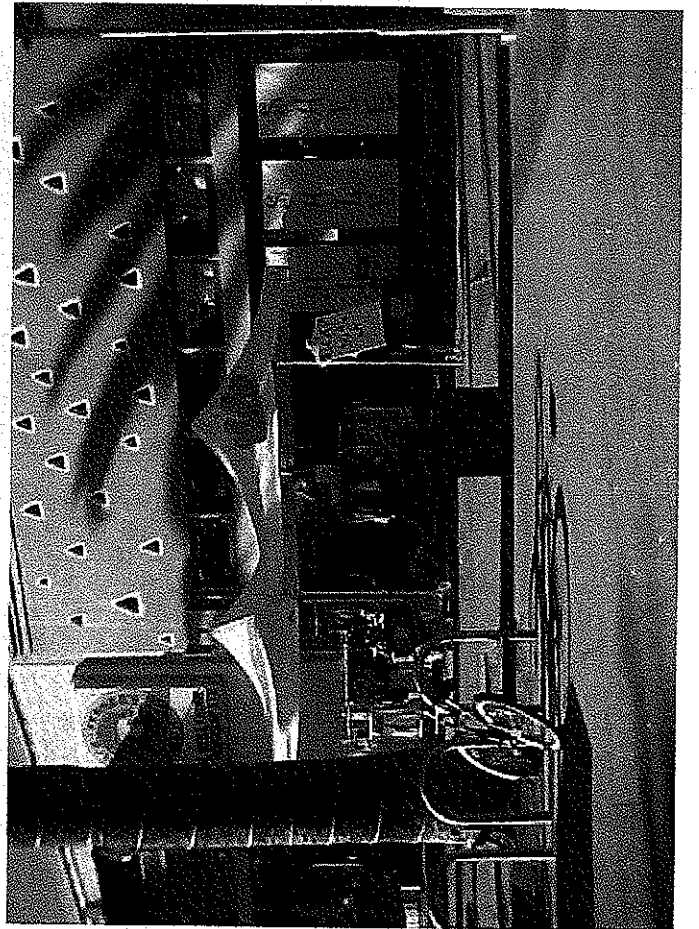
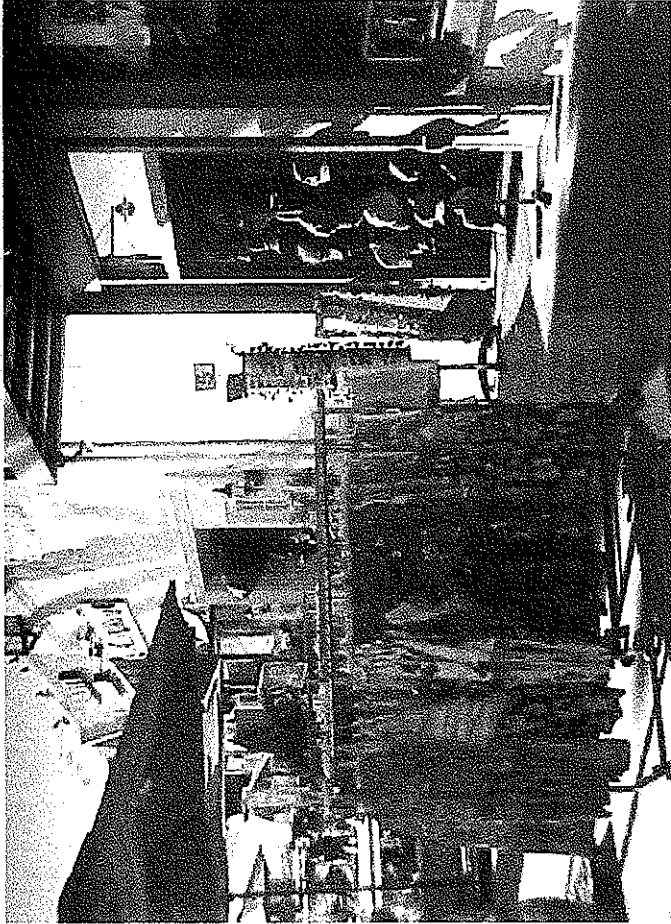
We look forward to providing you with any future assistance you need regarding the Plaza retail regulations, and to working together on the next level of retail marketing in Heramosa Beach.

Sincerely,

Carla Merriman
Executive Director











CART KING
INTERNATIONAL

"Get Your Sales Rolling"

*Turning Parking Lots Into Profit Centers
and Square Footage Into Square Profits*

Retail Carts and Kiosks

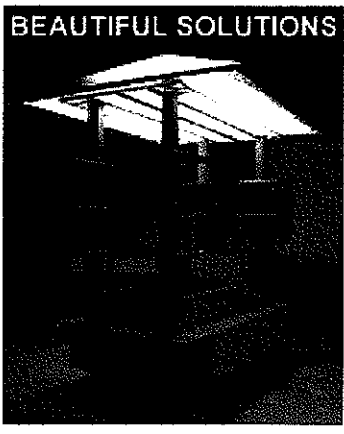
Call Cart-King To
604-986-9

Cart-King is
Praying for Katrina
Survivors

CATALOG
ABOUT US
RETAIL USE
STUDIO DESIGN
CON

home @ brochure

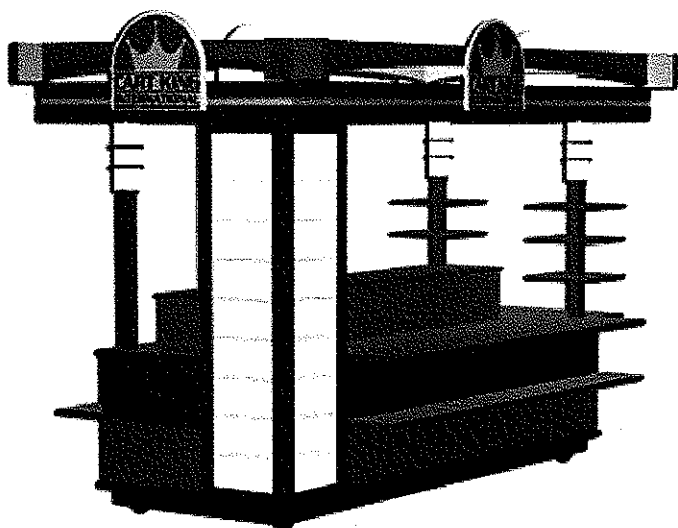
BEAUTIFUL SOLUTIONS



sample models

DETAILED SPECIFICATIONS

THE SHOWCASE

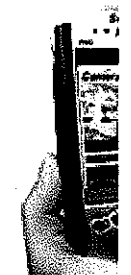


CALL US
604-986-9



Our friend
service p
standing
your call!

We will b
to provid
more info
and help
recomme



Applications Include:
Airports, Amusement Parks,
Commercial Buildings,
Shopping Centers, Public
Crowds, Concerts, Casinos,
Political Events, Parades,
Boardwalks, City streets,
Parks and Outdoor malls...
more.

**Cart-King is Now
Shipping Units To:**

- San Fran Airport
- BC Ferries
- Tswassen Terminal
- Lonsdale Quay
- AC High-School

Call Us Today!

CART KING INTERNATIONAL

Phone: 604-986-9749

Specification:

- Choice of laminate scheme
- Multiple locking storage cabinets
- 3' X 6' or 4' x 8' footprint
- Sturdy reinforced frame
- Dynamic shelving system
- Integrated halogen lighting
- 4 heavy duty casters
- Quality materials

- Practical Elegance
- Lighted Vertical Cabinetry Display
- Display-cabinet covers "theft prone" blind spot opposite cash register.

Cart-King's skilled craftsmen build our units to exceed AWMAC & AWI quality standards and CSA/ ANSI standards for electrical and wiring and local Fire & Safety Codes.