

**CITY OF HERMOSA BEACH**  
**RESOLUTION NO. 25-07**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH, CALIFORNIA, APPROVING A CONDITIONAL USE PERMIT (CUP 25-02), ALLOWING FOR THE ON-SALE CONSUMPTION OF ALCOHOLIC BEVERAGES (BEER ONLY) AT 1601 PACIFIC COAST HIGHWAY, SUITE 180, IN THE SPECIFIC PLAN AREA 8 (SPA-8) AND DETERMINING THAT THE PROJECT IS CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA).**

**WHEREAS**, an application was filed on January 9, 2025, by the applicant Will Ingram of South Beach Golf Club, for a Conditional Use Permit located at 1601 Pacific Coast Highway, Suite 180 (the project site), to allow the sale of beer for on-site consumption; and

**WHEREAS**, South Beach Golf Club is an indoor virtual golf facility located in a tenant space in the Hermosa Pavilion. The project site is designated as Community Commercial (CC) in the General Plan, is zoned Specific Plan Area 8 (SPA-8), and is located outside of the Coastal Zone; and

**WHEREAS**, in considering the granting of a Conditional Use Permit, general criteria for all uses shall be made pursuant to Hermosa Beach Municipal Code (HBMC) Section 17.56.040. The General Criteria are used to help inform the five required findings which must be made pursuant to HBMC 17.56.050; and

**WHEREAS**, the Planning Commission, at its public meeting of May 20, 2025, considered all testimony and evidence regarding the application, both oral and written, that was presented to the Planning Commission; and

**WHEREAS**, based on the testimony and evidence received, the Planning Commission further finds, determines and declares the following pertaining to the application for a Conditional Use Permit.

**NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:**

**SECTION 1.** Based on the testimony and evidence received at its May 20, 2026 Planning Commission meeting, the Planning Commission finds, determines and declares the following pertaining to the application for a Conditional Use Permit under Hermosa Beach Municipal Code Section 17.56.040:

**General Criteria for all CUP uses**

**1. Distance from existing residential uses.**

The subject site is located on Pacific Coast Highway in an SPA-8 zone. Multi-family residences are located to the north and west of the site. The residences located directly adjacent to the property are buffered from the site, as the entrance to the Hermosa Pavilion is located on the east side of the building, and service of alcohol would be limited to within the tenant space within the Hermosa Pavilion.

**2. The amount of existing or proposed off-street parking facilities, and its distance from proposed use.**

The provided parking is located within the Hermosa Pavilion which provides an enclosed parking garage to serve the multi-tenant commercial complex. The proposed use does not require additional parking.

**3. Location of and distance to churches, schools, hospitals, and public playgrounds:**

The subject site is located approximately 0.5 miles to the nearest school (Hermosa Valley School), approximately 6.2 miles to the nearest hospital Kindred Hospital, approximately 0.7 miles from the nearest church (Christian Science Church), and 0.8 miles from the nearest playground (Noble Park). Based on the distance and the condition of approval on the operations and service of alcohol at the subject site would not have a significant effect on these uses.

**4. The combination of uses proposed:**

The proposed use modification is consistent with the desired development pattern and uses within the Pacific Coast Highway Corridor. The proposed allowance for on-sale alcohol would provide more amenities and serve local residents as well as visitors, with minimal impact on adjacent properties.

**5. Precautions taken by the owner or operator of the proposed establishment to assure the compatibility of the surrounding uses:**

Due to the sale and service of alcohol, there is a potential for boisterous and rowdy behavior by patrons of the business. However, the establishment intends to close at 9:00 pm Mondays through Saturdays and 3:00pm on Sundays and is not proposing to sell liquor or distilled spirits. Additionally, the applicant would limit patrons' consumption of beer through the built in time limit of the bay rental system. These considerations/precautions would help ensure that the establishment is compatible with the surrounding commercial and residential uses and would not contribute to an increase in late-night alcohol-serving establishments.

**6. The relationship of the proposed business-generated traffic volume and the size of streets serving the area:**

Volume of traffic will not significantly increase as a result of the approval of this project. This proposal is consistent with other similar commercial establishment in the surrounding area and does not feature any characteristics that would result in an unusual or disproportionate traffic impact.

**7. The proposed exterior signs and decor, and the compatibility thereof with existing establishments in the area:**

There is no new exterior signage proposed as part of this project.

**8. The number of similar establishment or uses within close proximity to the proposed establishment:**

While there are no similar establishments within proximity to the proposed establishment, there are however several commercial establishments are located within the shopping center the subject site is located within.

**9. Noise, odor, dust and/or vibration that may be generated by the proposed use:**

The virtual golf facility is located entirely within a severed, sound insulated building with entry only from a common lobby. Any potential noise generated from the establishment would not negatively impact the adjacent residential or commercial uses.

**10. Impact of the proposed use to the city's infrastructure, and/or services:**

The sale of alcoholic beverages has the potential to impact public safety services. However, the establishments' sale of alcoholic beverages would be limited to beer only. The low ABV context of the beverages sold on site is expected to not require high demand of public safety services due to the lessened potential for patrons to reach heightened levels of intoxication.

**11. Will the establishment contribute to a concentration of similar outlets in the area:**

The subject site is surrounded by a variety of fitness, retail and service type uses. None offer a golf simulation experience as what is being offered at this site. Furthermore, the sale of alcoholic beverages is considered secondary to the primary use of the golf simulator experience.

**12. Other consideration that, in judgment of the planning commission, are necessary to assure compatibility with the surrounding uses, and the city as a whole.**

No other issues are identified.

**SECTION 2.** Based on the testimony and evidence received at its May 20, 2026 Planning Commission meeting, the Planning Commission finds, determines and declares the following pertaining to the application for a Conditional Use Permit under Hermosa Beach Municipal Code Section 17.56.050:

**Findings:**

The General Criteria are used to help inform the five required CUP findings all of which must be made pursuant to HBMC 17.56.050.

**1. The proposed use is allowed within the applicable zone and complies with all other applicable provisions of this Title and all other titles of the Hermosa Beach Municipal Code;**

The proposed use to allow for on-sale alcoholic beverages (beer only) is allowed within the Specific Plan Area 8 (SPA-8) zone with approval of a Conditional Use Permit. The use is compliant with the zoning ordinance and all other titles in the municipal code.

**2. The proposed use is consistent with the General Plan and any applicable specific plan;**

The project site is located within the Pacific Coast Highway corridor, and as a primary entry point into Hermosa Beach aims to provide a variety of uses. The proposed allowance for on-sale service and alcohol consumption would provide an additional amenity and serve residents and visitors, with minimal impact on adjacent properties consistent with Specific Plan Area 9. The proposed use is consistent with the following Goals and Policies of the General Plan:

| <b>General Plan Consistency</b>   |   |
|---|---|
| <b>Land Use Element</b>   | <b>Findings</b>   |
| <p><b>Goal 1.</b> Create a sustainable urban form and land use patterns that support a robust economy and high quality of life for residents.</p>   | <p>The proposal put forth is consistent with policy 1.5 as the project promotes quality coastal uses, with minimal impact to adjacent residential properties. Specifically, the project proposes serving alcohol to patrons in order to provide a premium gold experience to members and guests only.</p> |
| <p><b>Policy 1.5</b> Balance resident and visitor needs. Ensure land uses and business provide for needs of residents as well as visitors.</p>  |   |
| <p><b>Goal 3.</b> A series of unique, destination-oriented districts throughout Hermosa Beach.</p>  | <p>The proposal put forth is consistent with policy 3.3 as the project contributes to a diverse retail landscape by offering residents and visitors a brand-new high-tech recreation/retail center.</p>   |
| <p><b>Policy 3.3</b> Provide incentives to transform existing single-use commercial properties that are accessible into retail destination by adding a diversity of uses, providing new pedestrian connections to adjacent residential areas, reducing the visual prominence of parking lots, making the center more pedestrian-friendly and enhancing the definition and character of the street frontage and associated streetscapes.</p> |   |

**3. The proposed use will not be averse to the public health, safety, or general welfare of the community, nor detrimental to surrounding properties or improvements;**

The proposed allowance for alcoholic beverage sales would serve as accessory to the primary virtual golf facility use. The business will be required to abide by conditions of approval incorporated into the Resolution **(Attachment 1)** which are intended to mitigate and prevent potential adverse impacts to the community. As conditioned, the proposed use would not be averse to the public health, safety, or general welfare of the community or detrimental to surrounding properties or improvements as conditioned. The hours of operation would be limited to Monday-Saturday from 9 a.m. to 9 p.m., and Sunday from 9 a.m. to 3 p.m.

**4. The design, location, size and operating characteristics of the proposed activity are compatible with the existing and reasonably foreseeable future land uses and circulation on the vicinity; and**

The design, location, size and operating characteristics of the virtual golf facility are compatible with the existing and reasonably foreseeable future land uses and circulation in the vicinity. The proposed use would not result in any physical changes to the existing establishment.

**5. The site is physically suitable for the type of use being proposed, including access, utilities and the absence of physical constraints.**

There would be no change in the physical structure, nor are there any constraints on the site that would render the site unsuitable. The proposed use of alcoholic beverages sales would complement the existing virtual golf facility.

**SECTION 3.** Based on the foregoing findings, the Planning Commission hereby approves Conditional Use Permit 25-02 for the sale of beer for on-site consumption as set forth in Planning Commission Resolution 25-07 subject to the following Conditions of Approval:

1. The project shall be substantially consistent with the application submitted and approved by the Planning Commission on May 20, 2025. The applicant shall retain records of the approved floor plan until any subsequent modifications or approvals are granted.

- a. The storage of alcoholic beverages shall be restricted to the two (2) areas shown on the floor plan and shall be no more than 3.2 cubic feet each.
2. A manager who is aware of the conditions of this Conditional Use Permit shall be on the premises during business hours. The Conditional Use Permit shall be maintained on the premises in a location where employees can easily read the conditions.
3. Should the property be sold or otherwise come under different ownership, any future owners or assignees shall be notified of the conditions of this approval by either the current business owner, property owner, or the leasing agent.
4. The permitted hours of operation shall be 9 a.m. to 9 p.m. Monday through Saturday and 9 a.m. to 3 p.m. on Sundays. Canned beer shall only be sold to patrons participating in virtual golf and their accompanying guests during business hours.
5. The following signs shall be posted in a conspicuous location in a readily visible manner, warning patrons of the illegality of selling alcoholic beverages to persons under twenty-one years of age, loitering and drinking within the public realm, and removing alcoholic beverages from the premises, and carrying:
  - a. "California State Law prohibits the sale of alcoholic beverages to persons under twenty-one years of age"
  - b. "No Loitering or Public Drinking"
  - c. "It is illegal to possess an open container of alcohol in the vicinity of this establishment"
6. Management shall successfully complete ABC Licensee Education on Alcohol and Drugs (LEAD) training and Responsible Beverage Servers Training, or equivalent as determined by Chief of Police. Training shall be completed within 30 days of final approval of the CUP and within 30 days of the employee's start of employment. The business shall maintain records that management has participated in the required training. Records shall be maintained for two years after training and be available upon request

for review by the Community Development Director, Chief of Police, or designee.

7. All employees engaged in the sale or service of alcoholic beverages shall complete Responsible Beverage Service Training, or equivalent as determined by the Chief of Police, within 30 days of final approval of the CUP and 30 days of start of employment. The business shall maintain records that management and employees have participated in the required trainings. Records shall be maintained for two years after training and be available upon request by the Community Development Director, Chief of Police, or designee.
8. The business shall not adversely affect the welfare of the residents, and/or commercial establishments nearby.
9. Live entertainment shall be prohibited unless otherwise permitted by the City.
10. The business shall install and maintain a video surveillance system that monitors within the interior of the business and the Immediate Area. The video system must be capable of delineating on playback the activity and physical features of persons and areas within the premises and Immediate Area. Recordings shall be retained for a minimum of sixty (60) days and video will be available to Police Department upon request. All video security cameras shall be installed to the satisfaction of the Chief of Police. At the discretion of the Chief of Police, Licensee may be required to add additional video cameras.
11. Under no circumstances shall furniture or other interior/exterior improvements be rearranged from the floor plan attached to the CUP Amendment to accommodate dancing, more entertainment, or greater occupant load absent approval by the Chief of Police, or the Planning Commission.
12. Trash receptacles for patrons shall be conveniently located both inside and outside of the establishment, however, not located on or within any public property or right-of-way.

13. The business with on-sale alcoholic beverage service may be subject to a periodic review process established by the City to verify conformance with the conditions of approval.
14. The business shall maintain in conformance with all other applicable City of Hermosa Beach and regulatory agency requirements and standards, including but not limited to: California Department of Alcoholic Beverage Control, Los Angeles County Health Department, California Disabled Access Standards (Government Code Title 24), and Los Angeles County National Pollutant Discharge Elimination System Permit (NPDES).
15. The business shall be maintained and operated in full compliance with the conditions of this CUP and any law, statute, ordinance, or other regulation hereafter adopted that is applicable to any development or activity on the subject property. Failure of the permittee to cease any development or activity not in full compliance shall be a violation of these conditions.
16. The permittee is required to acquire a Type-40 license issued by the California Department of Alcoholic Beverage Control.
17. The project site shall be the point-of-sale for the purpose of collecting any sales tax on goods that are sold, delivered or rented on the site.
18. Any changes to the interior or exterior layout which alter the primary function of the business shall be subject to review and approval by the Planning Commission. Minor modifications that do not alter the primary function of the business may be approved by the Community Development Director.
19. In addition to any other remedy provided by law, if the business operating pursuant to this CUP violates any condition of this CUP, the Police Chief or designee may meet and confer with the business to clarify the reason for the violation and to formulate a course of action to mitigate the risk for any future violation. If the business operating pursuant to this CUP continues to violate this CUP (*i.e.*, either a repeat violation or another violation) within any six (6) month period following a meet and confer with the Police Chief, then, at the sole discretion of the Police Chief, modified or additional operational requirements may be imposed by the Police Chief to curtail the

violations until the time that the matter is brought before the Planning Commission. These modified or additional operational requirements include, but are not limited to, a reduction in operating hours, required number of staff members during operating hours, additional training for existing staff, and/or any other measures deemed appropriate by the Police Chief. The Planning Commission shall consider any modification or additional requirement(s) imposed by the Police Chief during its discussion of the matter. The Police Chief's determination will remain in effect until considered by the Planning Commission.

20. The Planning Commission may review this Conditional Use Permit and may revoke the permit, amend the subject conditions, or impose any new conditions if deemed necessary to mitigate detrimental effects on the neighborhood resulting from the subject use.
21. Approval of this permit shall expire twenty-four (24) months from the date of approval by the Planning Commission, or final decision by the City Council, unless significant construction or improvements or the use authorized hereby has commenced. One or more extensions of time may be requested. No extension shall be considered unless requested in writing to the Community Development Director, including the reason therefore, at least 60 days prior to the expiration date. No additional notice of expiration will be provided.
22. To the extent permitted by law, Permittee shall defend, indemnify and hold harmless the City of Hermosa Beach, its City Council, its officers, employees and agents (the "indemnified parties") from and against any claim, action, or proceeding brought by a third party against the indemnified parties and the applicant to attack, set aside, or void any permit or approval for this project authorized by the City, including (without limitation) reimbursing the City its actual attorney's fees and costs in defense of the litigation. The City may, in its sole discretion, elect to defend any such action with attorneys of its choice. The permittee shall reimburse the City for any court and attorney's fees which the City may be required to pay as a result of any claim or action brought against the City because of this permit. Although the permittee is the real party in interest in an action, the City may, at its sole discretion, participate at its own expense in the defense of the action,

but such participation shall not relieve the permittee of any obligation under this condition.

23. Each of the above conditions is separately enforced, and if one of the conditions of approval is found to be invalid by a court of law, all the other conditions shall remain valid and enforceable.

**SECTION 4.** The Planning Commission finds that the project is categorically exempt from the California Environmental Quality Act (CEQA), as defined in Section 15301 of the State CEQA Guidelines, Class 1 Categorical Exemption, Existing Facilities, as the project consists of the operation and permitting of existing private structures which involve negligible or no expansion of existing use. More specifically, the approval of the Conditional Use Permit results in no physical change to the existing structure. Moreover, none of the exceptions to the categorical exemption(s) apply to the project, as defined in section 15300.2 of the State CEQA Guidelines. The project would not result in a significant cumulative impact of successive projects of the same type in the same place over time; the project would not have a significant effect on the environment due to unusual circumstances; the project would not damage a scenic highway or scenic resources within a state scenic highway; the project is not located on a hazardous waste site; and the project would not cause a substantial adverse change in the significance of a historical resource.

**SECTION 5.** Pursuant to the Code of Civil Procedure Section 1094.6, any legal challenge to the decision of the Planning Commission, after a formal appeal to the City Council, must be made within 90 days after the final decision by the City Council.

**VOTE:** AYES: 5- Chair Hirsh, Vice Chair Izant, Commissioner Hoffman, Commissioner Flaherty and Commissioner McNally

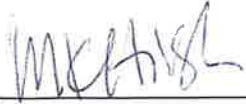
NOES:

ABSTAIN:

ABSENT:

CERTIFICATION

I hereby certify that the foregoing Resolution P.C. 25-07 is a true and complete record of the action taken by the Planning Commissions of the City of Hermosa Beach, California, at its regular meeting of May 20, 2025.



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Kate Hirsh, Chairperson



\_\_\_\_\_  
Alison Becker, Secretary

6/20/25

Date