



CITY OF HERMOSA BEACH

Planning Commission

Regular Meeting Minutes

August 19, 2025

Open Session 6:00 PM

Council Chambers

1315 Valley Drive

Hermosa Beach, CA 90254

1. CALL TO ORDER

Chairperson Hirsh called the meeting to order at 6:02 p.m.

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Hoffman.

3. ROLL CALL

Administrative Assistant Melanie Hurtado announced a quorum.

Members Present: Chairperson Kate Hirsh, Commissioner Peter Hoffman, Vice
Chairperson Stephen Izant, Commissioner Michael Flaherty,
Commissioner Greg McNally

4. APPROVAL OF AGENDA

Motion: To approve the agenda.

Moved by: Commissioner Michael Flaherty

Seconded by: Commissioner Peter Hoffman

Ayes (5): Chairperson Kate Hirsh, Commissioner Peter Hoffman, Vice Chairperson Stephen Izant, Commissioner Michael Flaherty, and Commissioner Greg McNally

Motion Carried

5. PUBLIC COMMENT

There were no public comments.

6. CONSENT CALENDAR

Motion: To approve the consent calendar.

6.a ACTION MINUTES OF THE PLANNING COMMISSION SPECIAL MEETING OF JULY 28, 2025 - 25-CDD-114

6.b REQUEST FOR A MURAL DETERMINATION (MD25-01) FOR A 392-SQUARE-FOOT PAINTED DISPLAY ON THE EASTERLY SHARED WALL OF EXISTING COMMERCIAL BUILDINGS AT 507-509 PIER AVENUE IN SPECIFIC PLAN AREA 11 (SPA-11) - 25-CDD-111

Moved by: Commissioner Peter Hoffman

Seconded by: Commissioner Michael Flaherty

Ayes (5): Chairperson Kate Hirsh, Commissioner Peter Hoffman, Vice Chairperson Stephen Izant, Commissioner Michael Flaherty, and Commissioner Greg McNally

Motion Carried

7. PUBLIC HEARING

7.a REQUEST FOR CUP AMENDMENT (APE25-002) LOCATED AT 2515 PACIFIC COAST HIGHWAY TO EXPAND AN ON-SALE ALCOHOLIC BEVERAGE ESTABLISHMENT TO ALLOW CONSUMPTION OF BEER AND WINE ONLY - 25-CDD-107

Assistant Planner Johnny Case provided a presentation.

Public comment provided by:

- Jennifer Oden (in-person)
- Courtney Ryan (in-person)
- Denise Waggoner (in-person)
- Adam Marquis (in-person)
- Linda Cunningham (in-person)
- David Sherwood (in-person)
- Eric (in-person)
- Laura Pena (virtual)
- Anthony Higgins (virtual)

Motion: To adopt a resolution per staff recommendation approving Conditional Use Permit Amendment (APE25-002) to allow the applicant to expand the allowed consumption of alcoholic beverages, beer and wine only, to the existing outdoor patio at 2515 Pacific Coast Highway, subject to conditions of approval including the following amendments: Condition of Approval 10 to Parking Plan PC Resolution 16-16 (as amended through P.C. Resolution 20-02) shall be amended to provide that food and beverage service (including the internal sale, service, and consumption of beer and wine) be available only for verified and registered hotel guests and their authorized guests, and shall not be open to the public; and staff shall amend Condition of Approval 6 of the Resolution to require that the applicant submit an operations plan and enforcement policy reflecting the requirements of the Conditions of Approval, which shall be submitted to the Department and subject to approval by the Community Development Director; and to determine that the project is categorically exempt from the California Environmental Quality Act (CEQA).

Moved by: Vice Chairperson Stephen Izant

Seconded by: Commissioner Michael Flaherty

Ayes (4): Chairperson Kate Hirsh, Vice Chairperson Stephen Izant, Commissioner Michael Flaherty, and Commissioner Greg McNally

Noes (1): Commissioner Peter Hoffman

Motion Carried

7.b REQUEST FOR CONDITIONAL USE PERMIT 23-02 LOCATED AT 1016 THE STRAND TO ALLOW OUTDOOR DINING, OUTDOOR AMPLIFIED LIVE ENTERTAINMENT, AND ON-SALE CONSUMPTION OF ALCOHOLIC BEVERAGES (BEER, WINE, & DISTILLED SPIRITS) ON AN EXISTING OUTDOOR PATIO, 25-CDD-113

Associate Planner Jake Whitney provided a presentation.

Steve Rollins provided a presentation on behalf of Sea Sprite.

Public comment provided by:

- Steve Rollins (in-person)
- Scott Swanson (in-person)
- Gretchen Corbell (in-person)
- Robyn St. Germain (in-person)
- Michele Randall (in-person)
- Matt Lymon (in-person)
- Tom Coyle (in-person)
- Albro Lundy (in-person)
- Carleen Carol (in-person)
- Eric (in-person)
- Jeff Neer (in-person)

- John Burry (in-person)
- Chris Jinks (in-person)
- Darryl Greenwald (in-person)
- Rob Antrovius (in-person)
- Anthony Higgins (virtual)
- Laura Pena (virtual)
- Steve Hunt (virtual)

Motion: To adopt a resolution approving a Conditional Use Permit (CUP23-02) to allow outdoor dining, outdoor entertainment, and on-sale consumption of alcoholic beverages (beer, wine, & distilled spirits) at 1016 The Strand, subject to Conditions of Approval including the following amendments: Per the applicant’s suggestion, amplified noise shall not be permitted; per the applicant’s suggestion, live entertainment shall be permitted from 12:00 p.m. to 6:00 p.m. Monday through Thursday, and 9:00 a.m. to 6:00 p.m. Friday through Sunday; Indoor dining and alcohol service shall be permitted from 7:00 a.m. to 10:00 p.m. daily; Condition of Approval 8 shall be removed from the resolution; Staff shall develop and impose a Condition of Approval requiring the applicant to submit a floor plan to the Department indicating where live entertainment will occur; and conditions restricting the hours of outdoor music and alcohol service; and to determine that the project is categorically exempt from the California Environmental Quality Act (CEQA) per Section 15301 of the State CEQA Guidelines.

Moved by: Vice Chairperson Stephen Izant

Seconded by: Commissioner Michael Flaherty

Ayes (4): Chairperson Kate Hirsh, Vice Chairperson Stephen Izant, Commissioner Michael Flaherty, and Commissioner Greg McNally

Noes (1): Commissioner Peter Hoffman

Motion Carried

8. STAFF ITEMS

8.a COMMUNITY DEVELOPMENT DIRECTOR REPORT

Community Development Director Alison Becker thanked the Planning Commission for their insightful deliberation. Public counter hours in the Community Development Department have been modified for the past few weeks as staff is working on records retention and scanning. The public counter hours will remain on a modified schedule of opening to the public from 1:00 p.m. to 6:00 p.m. on Wednesdays, but remaining open on Monday, Tuesday and Thursday from 7:00 a.m. to 6:00 p.m. Director Becker encouraged residents, contractors, and the general public to fill out Community Development’s Customer Service Survey, which can be located on our website at www.hermosabeach.gov.

9. PLANNING COMMISSION COMMENTS

10. FUTURE AGENDA ITEMS

10.a PLANNING COMMISSION TENTATIVE FUTURE AGENDA ITEMS - 25-CDD-116

Motion: To receive and file the September 8th Planning Commission tentative special meeting agenda and the September 16th Planning Commission regular meeting agenda.

Moved by: Commissioner Michael Flaherty

Seconded by: Vice Chairperson Stephen Izant

Ayes (5): Chairperson Kate Hirsh, Commissioner Peter Hoffman, Vice Chairperson Stephen Izant, Commissioner Michael Flaherty, and Commissioner Greg McNally

Motion Carried

11. PUBLIC COMMENT

12. ADJOURNMENT

Motion: To adjourn the meeting.

Moved by: Commissioner Peter Hoffman

Seconded by: Commissioner Michael Flaherty

A voice vote was taken on this item.

Ayes (5): Chairperson Kate Hirsh, Commissioner Peter Hoffman, Vice Chairperson Stephen Izant, Commissioner Michael Flaherty, and Commissioner Greg McNally

Motion Carried

The meeting was adjourned at 9:55 p.m.