



Honorable Chair and Members of the Hermosa Beach Planning Commission

LOCATION: 703 PIER AVENUE

PROJECT DESCRIPTION: A CONDITIONAL USE PERMIT (CUP25-16) TO ALLOW THE OPERATION OF A PILATES STUDIO (CLUB PILATES) WITHIN AN EXISTING 2,425-SQUARE-FOOT COMMERCIAL SPACE LOCATED AT 703 PIER AVENUE, SUITE H14, IN THE SPECIFIC PLAN AREA 8 (SPA-8) ZONE.

CEQA: Determine the project is exempt from the California Environmental Quality Act. (Assistant Planner Johnny Case)

Recommended Action:

Staff recommend Planning Commission:

1. Determine the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to a Class 3 categorical exemption as defined in section 15303 of the CEQA Guidelines for new construction and conversion of small structures; and
2. Adopt a Resolution (**Attachment 1**) approving a Conditional Use Permit to allow the operation of a Pilates Studio (Club Pilates) within an existing 2,425-square-foot commercial space located at 703 Pier Avenue, Suite H14, subject to conditions of approval.

Executive Summary:

This is a request for approval of a Conditional Use Permit (CUP25-16) to allow for the operation of a Pilates Studio (Club Pilates) within an existing 2,425-square-foot commercial space. Staff recommend that the Planning Commission approve the project subject to conditions of approval and determine that the project is categorically exempt from the California Environmental Quality Act.

Background:

The property is located in a multi-tenant building within the SPA-8 Zone. The tenant space is located within the Plaza Hermosa shopping center bounded by Pier Avenue to the south, Ardmore Avenue to the west, 16th Street to the north, and Pacific Coast Highway to the east. The space is currently vacant and was formerly the site of an AT&T retail store. The project site is a 2,425-square-foot tenant space within a multi-tenant commercial structure located in the southwest corner of Plaza Hermosa which was constructed in 1985. The property is not located within the Coastal Zone.

Site Information Table:

The following table describes the existing site characteristics

Site Information	
General Plan	General Commercial (GC)
Zoning	Specific Plan Are 8 (SPA-8)
Existing Square Footage	2,425
Surrounding Zoning	North: SPA-8
	East: SPA-8
	South: PF (Public Facility)
	West: OS-1
Surrounding Uses	North: Retail
	East: Office
	South: Hermosa Beach Community Center
	West: Open Space

Project Description:

The applicant seeks approval for the operation of a new 2,425-square-foot Pilates studio (Club Pilates) in an existing tenant space. The proposed floor plan would include a lobby/retail area, two work out studio areas, two (2) restrooms and a private studio.

The proposed business will operate as a boutique fitness facility offering low-impact, instructor-led Pilates Reformer based classes (maximum of 12 participants) and occasional private sessions. Operations include retail sales, client check-in at the front desk, equipment setup, and routine cleaning before and after each class. The studio does not use heavy weights or amplified music; classes are conducted at moderate volume levels and emphasize controlled, low-impact movement. The proposed hours of operations would be Monday through Thursday 6:00 a.m. to 8:00 p.m., Friday 6:00 a.m. to 6:00 p.m., and Saturday through Sunday 8:00 a.m. to 1:00 p.m.

Discussion:

Use Classification

Upon review of the provided floor plan, applicant narrative, and characteristics of the proposed project, planning staff made the determination that the most appropriate use classification for the proposal would be an Assembly Hall. Pursuant to Hermosa Beach Municipal Code Section 17.04.050 an Assembly Hall is defined as “any building, or portion of a building, used for public or private gatherings. For example, and without limitation, "assembly hall" includes convention/meeting halls, business schools, funeral homes, gymnasium/health and fitness centers, educational institutions (K-12), game arcades with five (5) or more machines, miniature golf courses, large day spas, movie theaters, museums, music academies, religious institutions, and skating rinks, whether available for public or private use.”

Given that the proposed use of a Pilates Studio most closely resembles that of a health and fitness center, it is appropriate to include the proposed Pilates studio into this Assembly Hall categorization.

Entitlements Required

Pursuant to Hermosa Beach Municipal Code Section 17.38.370 commercial permit uses within the SPA-8 zone shall be the same as those permitted within the General Commercial (C-3) zone. Per HBMC Section 17.26.030., all Assembly Hall uses in the General Commercial (C-3) zoning district are required to obtain a Conditional Use Permit.

Parking

Access to the site would be provided via the existing access road from Pier Ave. Patrons of the establishment would utilize the existing surface parking lot on site which contains approximately 400 parking spaces and are shared amongst the various tenants in the plaza. Pursuant to HBMC Section 17.44.015 (B) no new parking spaces are required for a change of use of existing buildings unless the use is a new late night alcohol serving establishment. As a result, no additional parking stalls will be required or provided stemming from this project.

Findings:

A Conditional Use Permit may only be approved or conditionally approved when positive findings can be made for all of the findings pursuant to Hermosa Beach Municipal Code (HBMC) Section 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 is allowed within the applicable SPA-8 zoning district as an “assembly hall” use and complies with all other applicable provisions of this title and all other titles of the Hermosa Beach Municipal Code. The proposed Pilates studio would be operated within an enclosed building and would operate within the parameters of the noise ordinance. Per HBMC Section 17.44.015 (B) no parking spaces are required for the proposed change of use, as the proposed use is not a new late night alcohol serving establishment.

- 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 has a land use designation of Gateway Commercial (GC) which serves as a primary entry point into Hermosa Beach and according to PLAN Hermosa General Plan, aims to provide a variety of uses. The proposed allowance for a Pilates Studio would provide an additional amenity and serve local residents and visitors. The project site has a Gateway Commercial (GC) land use designation which according

to PLAN Hermosa General Plan is envisioned to offer a greater variety of retail and economic activity to the community while providing services and amenities to visitors and residents Additionally. The project has been reviewed for consistency with the General policies and goals. A summary of the most relevant goals and policies is detailed in the table below.

General Plan Consistency	
Goals & Policies	Findings
<p>Goal 1: Create a sustainable urban form and land use patterns that support a robust economy and high quality of life for residents.</p> <p>Policy 1.3 Access to daily activities. Strive to create sustainable development patterns such that the majority of residents are within walking distance to a variety of neighborhood goods and services</p> <p>Policy 1.7 Compatibility of Uses. Ensure the placement of new uses does not create or exacerbate nuisances between different types of land uses.</p>	<p>The proposed project will increase access to services in the community and contribute to a new option for residents and visitors for daily activity.</p> <p>The proposed use is located within a shopping plaza which houses a variety of grocery, dining and personal service type uses. The proposed project would be compatible with the surrounding uses and not contribute to disturbances in the surrounding area.</p>
<p>Goal 4: A variety of corridors throughout the city provide opportunities for shopping, recreation, commerce, employment and circulation.</p> <p>4.3 Diverse range of uses. Allow a wide variety of uses to locate in Gateway Commercial nodes along corridors, including destination retail centers, lifestyle centers, hotels, and office employment, among other uses</p>	<p>The proposed use will provide further diversity to the shopping center in which it is located within.</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 use would not be averse to the public health, safety, or general welfare of the community, nor detrimental to surrounding properties or improvements. Personal service and wellness services such as what is being proposed with this application are common in the City and they blend harmoniously with other existing uses. No components of the applicant’s proposed plans deviate from what is typical of these common uses and pose risks to public health, safety, or welfare.

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 in the vicinity; and

The design of the structure is remaining the same and therefore there are no significant design issues which would warrant objection. The size of the tenant space would remain unchanged and therefore warrants no objection. There are also no operating characteristics of note that would conflict with any existing land uses or circulation of those in the reasonably foreseeable future.

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

The site is physically suitable for the proposed use as it will be equipped with Pilates equipment in order to host group classes as well as individual training. There are no constraints on the site that would render the site unsuitable for the proposed use.

Environmental Analysis:

Pursuant to the California Environmental Quality Act (CEQA), the proposed project qualifies for a Class 3 categorical exemption for Conversion of Small Structures as defined in section 15303 of the CEQA Guidelines, as it consists of a conversion of a small structure from one use to another. The project would not result in a significant cumulative impact of successive project 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.

Public Notification:

For the January 20, 2026 Planning Commission hearing, a total of 965 public hearing notices were mailed to the applicant, occupant, and property owner of properties within a 500-foot radius on January 7, 2026. A legal ad was published on January 8, 2026 in the Easy Reader, a newspaper of general circulation. Additionally, the applicant received two notice posters to post on-site and provided proof of posting a minimum of ten days in advance of the public hearing, in accordance with Hermosa Beach Municipal Code (HBMC) § 17.68.050. Public notification materials are included as **Attachment 5**. As of writing the report, the staff have received no public comments.

Attachments:

1. Draft Resolution
2. Zoning Map
3. Project Plans
4. Business Operations Narrative
5. Public Notification Package

Respectfully Submitted by: Johnny Case, Assistant Planner
Concur: Alexis Oropeza, Planning Manager
Legal Review: Sarah Locklin, Interim Assistant City Attorney
Approved: Alison Becker, Community Development Director