

LIQUOR

SPIRITS • SNACKS

74



Surfside
OFFICIAL LA PARTNER
100 CALS • 0 BUBBLES

GREEN TEA + VODKA | ICED TEA + VODKA | LEMONADE + VODKA | ICED TEA & LEMONADE + VODKA

GREEN TEA | ICED TEA | LEMONADE | HALF & HALF

Surfside
LA
NO BUBBLES NO TROUBLES

NOTICE OF PUBLIC MEETING
... 74 Pine Avenue ...

NOTICE
POSSESSION OF OPEN ALCOHOLIC BEVERAGE CONTAINERS ON THE BEACH, SIDEWALK OR PUBLIC AREAS IS PROHIBITED BY LAW. C.P.C. 647E

We Card
Under 21 No Tobacco No Vaping
Please Have ID Ready

No Loitering or Public Drinking

Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.

THE #1 ENERGY DRINK IN THE WORLD*

LUCKY ENERGY

TROPICAL | OG LUCKY

NO LOITERING
C.P.C. 647-E

*SOURCE: THIS SIGN

ZERO CALORIES * ZERO SUGAR *

OFFICIAL BEER SPONSOR OF THE COLLEGE FOOTBALL PLAYOFF

CERVEZA **Modelo**



City of Hermosa Beach
PUBLIC HEARING NOTICE

NOTICE IS HEREBY GIVEN that the Chairperson of the Hermosa Beach **Planning Commission** has called a public hearing on **Tuesday, February 17, 2026**, at **5:00 p.m.** to consider and take action on only those matters set forth on the agenda below.

1. CITY-INITIATED REQUEST FOR A CONDITIONAL USE PERMIT (CUP25-13/APE25-004) AMENDMENT TO MODIFY THE CONDITIONS OF APPROVAL FOR OFF-SALE ALCOHOL (BEER, WINE, AND DISTILLED SPIRITS) AT AN EXISTING LIQUOR STORE (**ROBERT'S LIQUOR**) LOCATED AT **74 PIER AVENUE** IN THE DOWNTOWN COMMERCIAL (C-2) ZONE. CEQA: THE PROJECT QUALIFIES FOR A CLASS 1 CATEGORICAL EXEMPTION PER SECTION 15301 OF THE CALIFORNIA ENVIRONMENTAL QUALITY GUIDELINES.

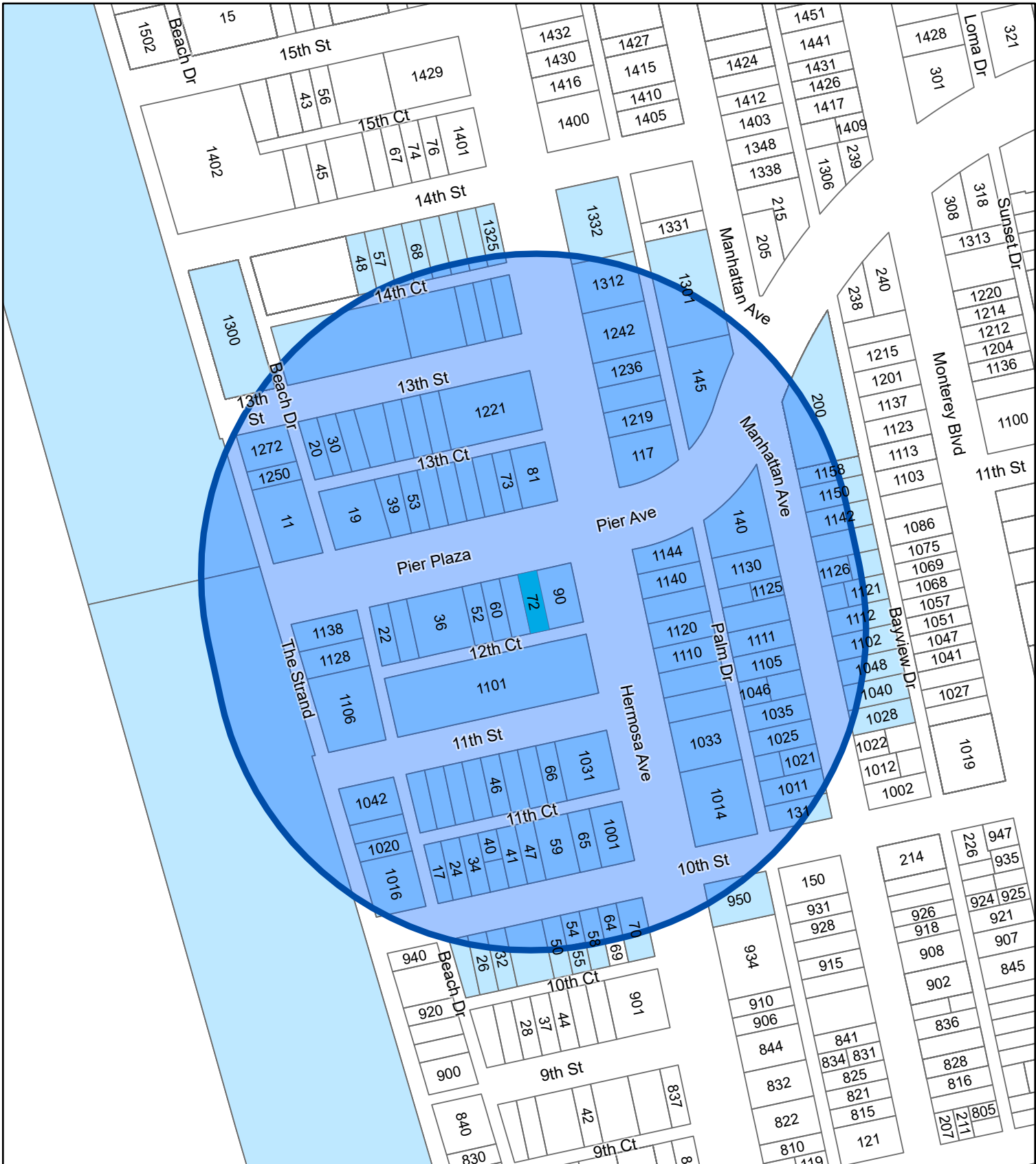
SAID PUBLIC MEETING is open to the public and is being held in-person in the City Hall Council Chambers located at 1315 Valley Drive, Hermosa Beach, California 90254.

PUBLIC PARTICIPATION. See the meeting agenda for all public comment details and opportunities. All written testimony by any interested party will be accepted prior to or at the scheduled time on the agenda for the matter. Information regarding the Americans with Disabilities Act of 1990, please visit the meeting agenda or contact the Office of the City Clerk at (310) 318-0204 or cityclerk@hermosabeach.gov.

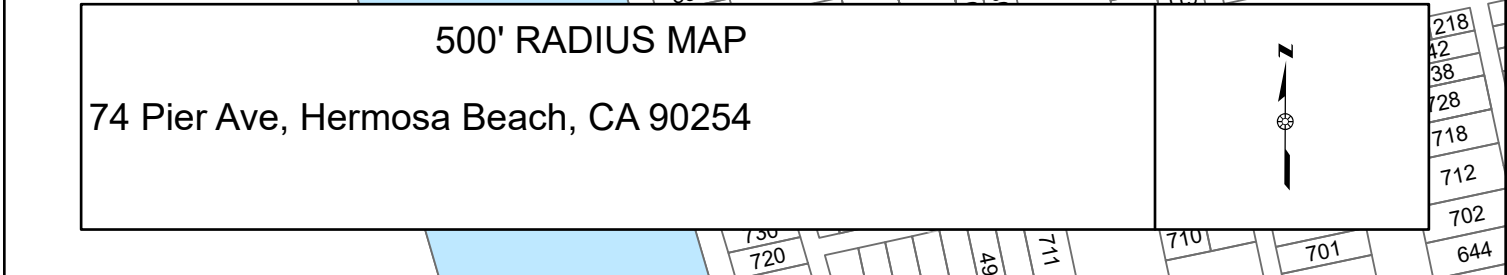
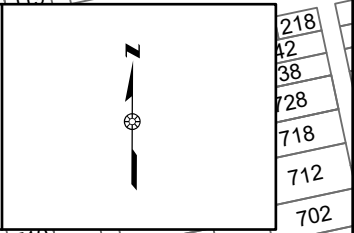
VIEWING OPTIONS are available on Spectrum Channel 8, Frontier Channel 31, YouTube, Zoom, and/or the City's website. **IF YOU CHALLENGE** the above matter(s) in court, you may be limited to raising only those issues that are raised at or before the public hearing.

FOR FURTHER INFORMATION, please contact the **Community Development Department** at (310) 318-0242 or planning@hermosabeach.gov. A copy of the agenda and staff report(s) will be viewable on the City's website 72 hours before the meeting. As a courtesy, the hearing can be viewed on Spectrum Channel 8, Frontier Channel 31, YouTube, Zoom, and/or the City's website.

Alison Becker, AICP
Community Development Director



500' RADIUS MAP
 74 Pier Ave, Hermosa Beach, CA 90254



Community Development Department

Planning Division – Attn: Suzie Calderon
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

IMPORTANT PUBLIC NOTICE

74 Pier Avenue, Hermosa Beach, CA 90254

Assessor Parcel Number 4187-005-012

NOTICE IS HEREBY GIVEN that the Planning Commission of the City of Hermosa Beach will hold a Public Hearing on **Tuesday, February 17, 2026, at 5:00 p.m.** to consider the request described below.

CITY-INITIATED REQUEST FOR A CONDITIONAL USE PERMIT (CUP25-13/APE25-004) AMENDMENT TO MODIFY THE CONDITIONS OF APPROVAL FOR OFF-SALE ALCOHOL (BEER, WINE, AND DISTILLED SPIRITS) AT AN EXISTING LIQUOR STORE (**ROBERT'S LIQUOR**) LOCATED AT **74 PIER AVENUE** IN THE DOWNTOWN COMMERCIAL (C-2) ZONE. CEQA: THE PROJECT QUALIFIES FOR A CLASS 1 CATEGORICAL EXEMPTION PER SECTION 15301 OF THE CALIFORNIA ENVIRONMENTAL QUALITY GUIDELINES.

AMERICANS WITH DISABILITIES ACT OF 1990 To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) are available for check out at the meeting. If you require special assistance to participate in this meeting, you must call or submit your request in writing to the Office of the City Clerk at (310) 318-0204 or at cityclerk@hermosabeach.gov at least 48 hours before the meeting.

PARTICIPATION AND VIEWING OPTIONS - Hermosa Beach Planning Commission meetings are open to the public and are being held in person in the City Hall Council Chambers located at 1315 Valley Drive, Hermosa Beach, CA 90254. Public comment is only guaranteed to be taken in person at City Hall during the meeting or prior to the meeting by submitting an eComment for an item on the agenda. As a courtesy only, the public may view and participate on action items listed on the agenda via the following:

Zoom - <https://us02web.zoom.us/j/82539742028?pwd=ountrdnvd2l6tzbptdljc2x6bgfwdz09>

Meeting ID: 825 3974 2028 Password: 207860

Phone - Toll Free: (833) 548-0276 Meeting ID: **825 3974 2028**, then #; Passcode: **207860**

eComment - Submit an eComment by 4:00 p.m. on the meeting date.

Supplemental Email - Supplemental emails are available for agenda items only and must be sent to Community Development at planning@hermosabeach.gov. Supplemental emails should indicate the agenda item plus meeting date in the subject line and must be received by 4:00 p.m. on the meeting date. Emails received after the deadline but before the meeting ends will be posted to the agenda the next business day. Please be advised that while the City will endeavor to ensure remote participation methods are available, the City does not guarantee that they will be technically feasible or work all the time. Further, the City reserves the right to terminate these remote participation methods (subject to Brown Act restrictions) at any time and for whatever reason. Please attend in person or by submitting an eComment to ensure participation. Similarly, as a courtesy, the City will also broadcast the meeting via the following listed mediums. However, these are done as a courtesy only and not guaranteed to be technically feasible. To guarantee live time viewing and/or public participation, members of the public shall attend in Council Chambers. If you experience technical difficulties while viewing a meeting on any of our digital platforms, please try another viewing option. View staff reports and attachments at www.hermosabeach.gov/agenda.

Cable TV - Spectrum (channel 8) and Frontier (channel 31) in Hermosa Beach

YouTube - <https://www.youtube.com/c/cityofhermosabeach90254>

Live Stream - www.hermosabeach.gov/agenda

Alison Becker

Community Development Director

AFFIDAVIT OF MAILING NOTICES

I, Denise Kaspar, being duly sworn, deposes and says: that I am a citizen of the United States, over the age of 18 years; that on the 4th day of February, 2026, that I deposited 603 Notices in the United States Post Office, a letter of notice, a copy of which is attached hereto, with postage thereon prepaid, addressed to the following persons at the addresses shown, to-wit:

(See list attached hereto and made part hereof)

that said persons are the owners of said property who are entitled to a Notice in that said persons and their addresses are those shown on the most recent equalized roll of the Assessor of the County of Los Angeles as being owners of property within 500 feet and all residential occupants within 500' of the property described as:

APN:

**Subject: 74 PIER AVE
HERMOSA BEACH CA 90254**

that on said day there was regular communication by United States Mail to the addresses shown above.


Denise Kaspar