

CITY OF HERMOSA BEACH
RESOLUTION NO. RES-26-XX

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH, CALIFORNIA, APPROVING A SIGN VARIANCE (VAR 25-02), TO ALLOW FOR A MAXIMUM OF THREE WALL SIGNS PER BUSINESS ENTITY, NOT TO EXCEED 35 WALL SIGNS FOR THE SUBJECT SITE, AND TO ALLOW AN ADDITIONAL 10 PERCENT INCREASE IN MAXIMUM ALLOWABLE SIGN AREA AS A PART OF A COMPREHENSIVE SIGN PLAN AT A MULTI-TENANT SHOPPING CENTER AT 1100 PACIFIC COAST HIGHWAY IN THE GENERAL COMMERCIAL (C-3) ZONE AND DETERMINING THAT THE PROJECT IS CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA).

WHEREAS, an application was filed on December 8, 2025, by the applicant Henry Pyle of Park Pacific Realty Partners LP, seeking approval of a Sign Variance (VAR 25-02) to allow for a maximum of three wall signs per business entity, with a maximum of 35 wall signs for the subject site, and to allow for an additional 10 percent increase in maximum allowable sign area at a multi-tenant shopping center at 1100 Pacific Coast Highway in the General Commercial (C-3) zone; and

WHEREAS, signs are regulated by the City of Hermosa Beach ("City") pursuant to Hermosa Beach Municipal Code ("HBMC") Chapter 17.50, "Signs." Pursuant to HBMC Section 17.50.190, the Planning Commission may grant a variance to the specific requirements under the Chapter; and

WHEREAS, when considering the granting of a Sign Variance, the City shall assess the review considerations pursuant to HBMC Section 17.50.190. The review considerations are used to help inform the four required findings which must be made pursuant to HBMC Section 17.54.020 in order to approve or conditionally approve a Variance application; and

WHEREAS, at its public meeting of March 17, 2026, the Planning Commission considered all testimony and evidence regarding the application, both oral and written, that was presented to the Planning Commission.

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

SECTION 1. The foregoing recitals are true and correct and are hereby incorporated into this Resolution.

SECTION 2. Based on the testimony and evidence received at its March 17, 2026 Planning Commission meeting, the Planning Commission finds, determines and declares the following pertaining to the application for a Sign Variance (VAR 25-02) under Hermosa Beach Municipal Code Section 17.50.190:

Findings:

- 1. A variance authorized is not a grant of a special privilege inconsistent with the limitations on other properties in the vicinity.**

The subject property is the largest commercial property within the City limits, consisting of 129,736 square feet and has access points from multiple streets (Pacific Coast Highway, Aviation Blvd, Aubrey Park Ct, 13th St). The southwest portion of the center abuts Greenwood Park, which obstructs the line of sight from the abutting areas of the public right-of-way by approximately 234 linear feet. These circumstances are unique and present a hardship not applicable to other similarly zoned or sized properties. The variance is necessary for the preservation of a substantial property right possessed by other properties in the vicinity, which is the right to effectively advertise the presence of goods and services available within the shopping center. Without the allowance of additional signage at such a large and prominent site, the property would be at a competitive disadvantage relative to other smaller commercial properties (in which the median size is 5,000 square feet where signage visibility is not as much of a challenge due to a smaller scale, fewer access points in need of signage, and fewer visual obstructions.

- 2. Special conditions and extraordinary circumstances apply to the property and do not apply to the other properties in the vicinity so that the strict**

application of this chapter works a demonstrated hardship on the particular property.

The subject property is the largest commercial property within the City limits consisting of 129,736 square feet and has access points from multiple streets (Pacific Coast Highway, Aviation Blvd, Aubrey Park Ct, 13th St). The site is also visually obstructed by Greenwood Park, which blocks the line of sight from the abutting areas of the public right-of-way by approximately 41 percent or 234 linear feet. These circumstances are exceptional and present a significant hardship to the property owner and commercial tenants to ensure that the businesses within the plaza are sufficiently visible from the adjoining rights of way and by those who pass by.

3. The variance will not adversely affect public safety and the design and appearance of the signing and structures of the surrounding area.

The variance would not be materially detrimental to the public welfare or injurious to the property or improvements in the vicinity and zoning district. The variance request consists of signage and would have no impact on any physical structures or improvements beyond aesthetics. The aesthetic impacts of increased signage would not be detrimental or overly concentrated due to the sheer size of the subject property and the number of various access points that the public may utilize to access the subject property. Additionally, all non-conforming signage would be eliminated as a condition of this variance's approval (Condition of Approval #2). This includes the elimination of a non-conforming monument sign that encroaches into the public right-of-way.

SECTION 4. Based on the foregoing, the Planning Commission **hereby approves** the subject Sign Variance (VAR 25-02). The approved Sign Variance shall be 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 March 17, 2026. The applicant shall retain records of the approved plans until any subsequent modifications or approvals are granted.

2. All existing non-conforming signage including any signage which encroaches into the public right-of-way shall be removed and future signage shall conform to the plans reviewed by the Planning Commission on March 17, 2026.
3. The subject property shall be permitted at least one wall sign per business entity, and shall be limited to no more than 3 wall signs per business entity, not to exceed 35 wall signs for the shopping center. Allowable sign area for each business entity shall be limited to 110 percent of what is allowed pursuant to HBMC: 17.50.140. The owner of the shopping plaza shall retain discretion regarding the distribution and quantity of allowable signs consistent with this approval. Notwithstanding the above, the subject property shall otherwise comply with the requirements of HBMC Chapter 17.50.
4. 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.
5. The applicant shall maintain the property in conformance with all applicable City of Hermosa Beach standards including all requirements of the General Commercial Zone (C-3) and all regulatory agency requirements, including but not limited to: Los Angeles County Health Department, California Disabled Access Standards (Government Code Title 24), and Los Angeles County National Pollutant Discharge Elimination System Permit (NPDES).
6. Any changes to the interior or exterior layout which alter the primary function of the shopping center shall be subject to review and approval by the Planning Commission. Minor modifications that do not alter the primary function of the shopping center may be approved by the Community Development Director.
7. This approval shall not be effective for any purposes until the permittee and the owners of the property involved have filed at the office of the Planning Division of the Community Development Department their affidavits stating that they are aware of, and agree to accept, all of the conditions of this grant. The Precise

Development Plan shall be recorded, and proof of recordation shall be submitted to the Community Development Department prior to the issuance of a building permit.

8. 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 have 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.
9. 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.

SECTION 5. 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 6. The Planning Commission finds that the project is Categorical Exempt from the California Environmental Quality Act pursuant to a Class 11 Section 15311 Categorical Exemption for Accessory Structures, as the project consists of a Sign Variance to allow additional signage at the subject property. Moreover, none of the exceptions to the

Categorical Exemptions apply. The project is not located in a particularly sensitive environment such that the project may impact an environmental resource of hazardous or critical concern, nor will the project result in a significant cumulative impact of successive projects of the same type in the same place over time, or have a significant effect on the environment due to unusual circumstances, or damage a scenic highway or scenic resources within a state scenic highway. The site is not located on a hazardous waste site and will not cause a substantial adverse change in the significance of a historical resource.

SECTION 7. 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.

PASSED, APPROVED, and ADOPTED on this 17th day of March, 2026.

VOTE: AYES:

NOES:

ABSTAIN:

ABSENT:

CERTIFICATION

I hereby certify the foregoing Resolution P.C. 26-XX is a true and complete record of the action taken by the Planning Commission of the City of Hermosa Beach, California, at its regular meeting of March 17, 2026.

Stephen Izant, Chairperson

Alison Becker, Secretary

Date