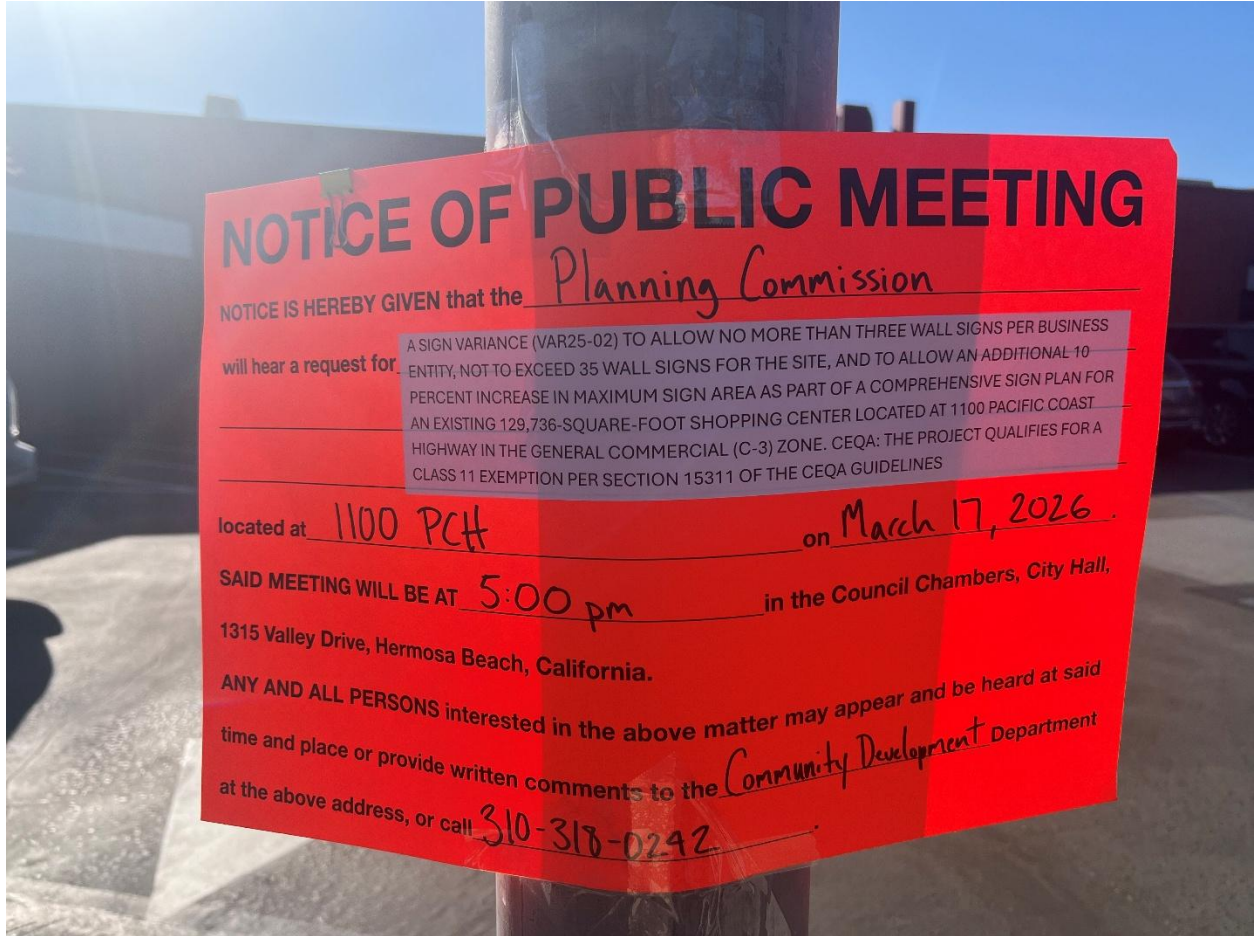


Public Notification Package 1100 Pacific Coast Highway (Sign Variance VAR25-02)





NOTICE OF PUBLIC MEETING

NOTICE IS HEREBY GIVEN that the Planning Commission

will hear a request for

A SIGN VARIANCE (VAR25-02) TO ALLOW NO MORE THAN THREE WALL SIGNS PER BUSINESS ENTITY, NOT TO EXCEED 35 WALL SIGNS FOR THE SITE, AND TO ALLOW AN ADDITIONAL 10 PERCENT INCREASE IN MAXIMUM SIGN AREA AS PART OF A COMPREHENSIVE SIGN PLAN FOR AN EXISTING 129,736-SQUARE-FOOT SHOPPING CENTER LOCATED AT 1100 PACIFIC COAST HIGHWAY IN THE GENERAL COMMERCIAL (C-3) ZONE. CEQA: THE PROJECT QUALIFIES FOR A CLASS 11 EXEMPTION PER SECTION 15311 OF THE CEQA GUIDELINES

located at 1100 PCH on March 17, 2026

SAID MEETING WILL BE AT 5:00 pm in the Council Chambers, City Hall,
1315 Valley Drive, Hermosa Beach, California.

ANY AND ALL PERSONS interested in the above matter may appear and be heard at said time and place or provide written comments to the Community Development Department at the above address, or call 310-318-0242.



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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, March 17, 2026, at 5:00 p.m.** to consider and take action on only those matters set forth on the agenda below.

1. A SIGN VARIANCE (VAR25-02) TO ALLOW NO MORE THAN THREE WALL SIGNS PER BUSINESS ENTITY, NOT TO EXCEED 35 WALL SIGNS FOR THE SITE, AND TO ALLOW AN ADDITIONAL 10 PERCENT INCREASE IN MAXIMUM SIGN AREAS PART OF A COMPREHENSIVE SIGN PLAN FOR AN EXISTING 129,736-SQUARE-FOOT SHOPPING CENTER LOCATED AT **1100 PACIFIC COAST HIGHWAY** IN THE GENERAL COMMERCIAL (C-3) ZONE. CEQA: THE PROJECT QUALIFIES FOR A CLASS 11 EXEMPTION PER SECTION 15311 OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) GUIDELINES,
2. A LOT LINE ADJUSTMENT (LLA25-02) TO RECONFIGURE TWO EXISTING LOTS, MAKING THEM NEARLY EQUAL IN SIZE AND A VARIANCE (VAR5-03) TO ALLOW THE ADJUSTED LOTS TO EACH BE LESS THAN THE 4,000-SQUARE-FOOT MINIMUM AT **1244 2ND STREET (APN 4186-027-031) AND APN 4186-027-030 (NO ADDRESS)** LOCATED IN THE SINGLE-FAMILY RESIDENTIAL ZONE. CEQA: THE PROJECT QUALIFIES FOR A CLASS 5 EXEMPTION PER SECTION 15305 OF THE CEQA GUIDELINES.
3. A CONDITIONAL USE PERMIT (CUP25-04) TO CONSTRUCT AND OPERATE AN UNMANNED 588.5-SQUARE-FOOT WIRELESS TELECOMMUNICATIONS FACILITY (VERIZON WIRELESS) LOCATED ON THE ROOF OF AN EXISTING BUILDING AT **725 5TH STREET** IN SPECIFIC PLAN AREA 7 (SPA-7). CEQA: THE PROJECT QUALIFIES FOR CLASS 3 EXEMPTION PER SECTION 15303 OF THE CEQA 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
Easy Reader Inc/Redondo Beach News/March 5, 2026/HD26-015

Community Development Department

Planning Division Attn: JW
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

IMPORTANT PUBLIC NOTICE

1100 Pacific Coast Hwy., Hermosa Beach, CA 90254

Assessor Parcel Numbers: 4182-011, -037, -039, and - 061

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

A SIGN VARIANCE (VAR25-02) TO ALLOW NO MORE THAN THREE WALL SIGNS PER BUSINESS ENTITY, NOT TO EXCEED 35 WALL SIGNS FOR THE SITE, AND TO ALLOW AN ADDITIONAL 10 PERCENT INCREASE IN MAXIMUM SIGN AREA AS PART OF A COMPREHENSIVE SIGN PLAN FOR AN EXISTING 129,736-SQUARE-FOOT SHOPPING CENTER LOCATED AT **1100 PACIFIC COAST HIGHWAY** IN THE GENERAL COMMERCIAL (C-3) ZONE. CEQA: THE PROJECT QUALIFIES FOR A CLASS 11 EXEMPTION PER SECTION 15311 OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) 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=ountrdnvd2l6tzbtldjc2x6bgfwdz09>

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 3:00 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 3:00 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, AICP, 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 5th day of March, 2026, that I deposited 546 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:

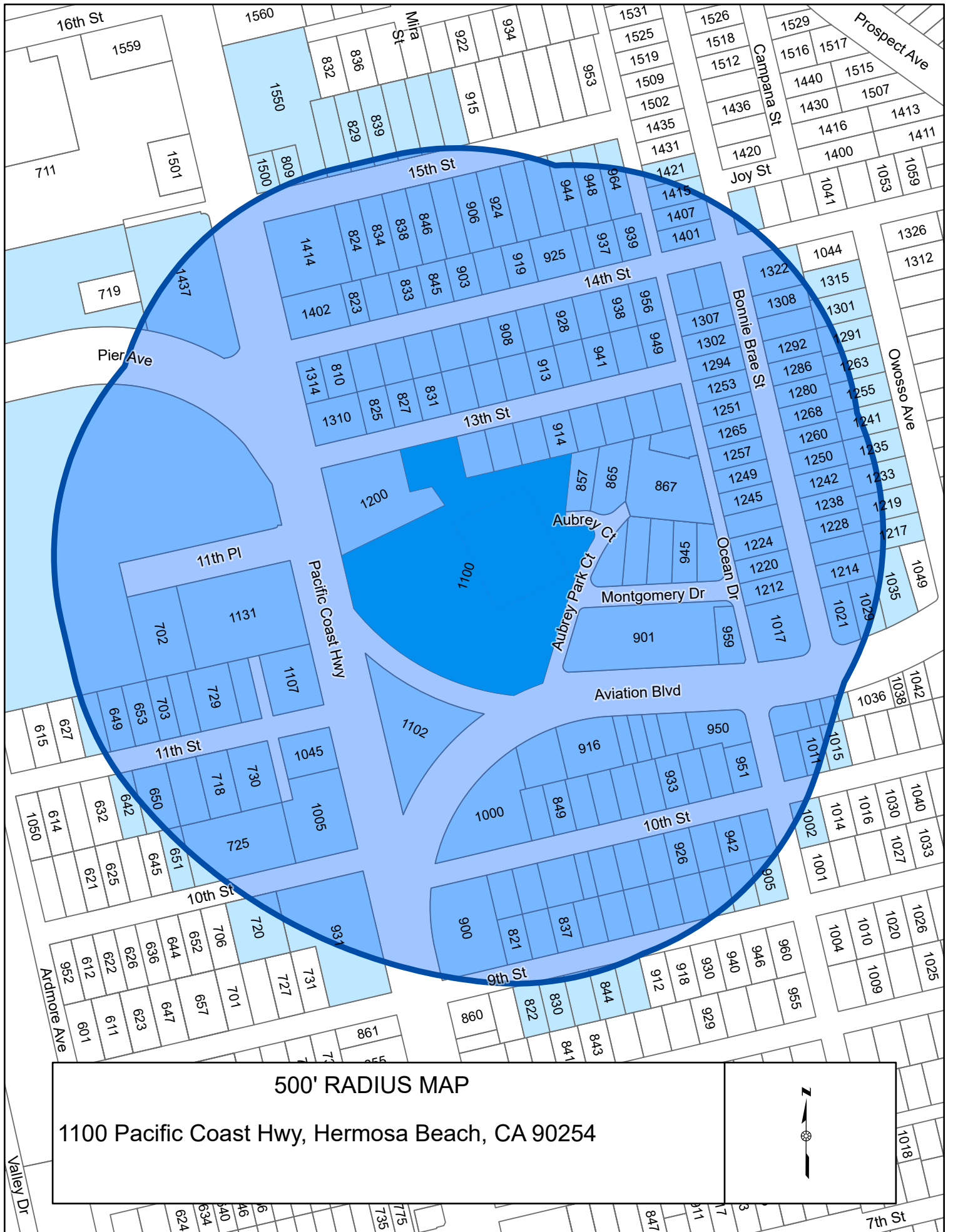
APN: 4185-011-037,039, 061

**Subject: 1100 PACIFIC COAST HIGHWAY
HERMOSA BEACH CA 90254**

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



Denise Kaspar



500' RADIUS MAP

1100 Pacific Coast Hwy, Hermosa Beach, CA 90254



Zoning Map

Planning Commission Meeting
March 17, 2026



Description

1100 Pacific Coast Highway
APN: 4185-011-061 & 4185-011-039
Zone: C-3-HE General Commercial

Sign Variance (VAR 25-02)

-  R-1 Single Family Residential
-  R-1A Limited Single-Family Residential
-  R-2 Two Family Residential
-  R-2B Limited Multiple Family Residential
-  R-3 Multiple Family Residential
-  R-P Residential-Professional
-  RPD Residential Planned Development
-  R-3PD Multiple Family Planned Development
-  C-1 Neighborhood Commercial
-  C-2 Downtown Commercial
-  C-3 General Commercial
-  M-1 Light Manufacturing
-  OS Open Space
-  OS-1 Restricted Open Space
-  OS-2 Restricted Open Space
-  OS-O Open Space Overlay
-  MHP Mobile Home Park
-  SPA Specific Plan Area (Residential)
-  SPA Specific Plan Area (Commercial)
-  -HE Housing Element Overlay
-  500' Notification Radius

