

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

# PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

APPLICANT: FORMULA RACING PARTNERS LLC  
 TYPE OF LICENSE: 40- ON-SALE BEER  
 BUSINESS NAME: DRIVE SOUTH BAY  
 ADDRESS OF PREMISES: 1048 HERNDON AVE. HERMONA BEACH, CA 90734  
 APPLICANT HAS FILED FOR:  NEW LICENSE  PREMISES TO PREMISES TRANSFER  
 CHANGE IN LICENSE PRIVILEGES

IF A VERIFIED PROTEST IS TO BE MADE AGAINST THIS APPLICATION, IT MUST BE RECEIVED BY ANY OFFICE OF THE DEPARTMENT OR DEPARTMENTAL HEADQUARTERS, 2917 LENNAH DRIVE, SUITE 100, SACRAMENTO 95833, WITHIN 30 DAYS OF DATE POSTED. PROTESTS MUST BE VERIFIED. FURTHER INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT

11/1/23

**WARNING**  
 Any person who knowingly sells, transfers, or furnishes alcoholic beverages to a minor shall be guilty of a crime under the laws of the State of California and may be punished by imprisonment in the state prison or by a fine of not more than \$10,000, or both, and by suspension of the person's license for a period of not more than one year.

PREMISES ARE (NOT NOW) (CURRENTLY) LICENSED TO SELL ALCOHOLIC BEVERAGES.

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## NOTICE OF PUBLIC MEETING

NOTICE IS HEREBY GIVEN that the Planning Commission will hear a request for

IF PROPOSED CHANGES TO AN ALCOHOLIC BEVERAGE LICENSE OR TO THE LOCATION OF A LICENSED PREMISE ARE BEING CONSIDERED, THE APPLICANT SHALL FILE A PUBLIC NOTICE OF MEETING WITH THE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL AND THE LOCAL GOVERNMENT OFFICIALS AT LEAST 30 DAYS PRIOR TO THE MEETING DATE. THE PUBLIC NOTICE SHALL BE FILED WITH THE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL AND THE LOCAL GOVERNMENT OFFICIALS AT LEAST 30 DAYS PRIOR TO THE MEETING DATE.

located at 1315 Valley Drive on April 16th 2024  
 SAID MEETING WILL BE AT 7:00 PM in the Council Chambers, City Hall,  
 1215 Valley Drive, Hermona 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 Planning Commission Department at the above address, or call 310-318-0292





**City of Hermosa Beach  
PUBLIC HEARING NOTICE**

**NOTICE IS HEREBY GIVEN** that the Planning Commission of the City of Hermosa Beach shall hold a public hearing on Tuesday, April 16, 2024 at 7:00 PM to consider the following:

**REQUEST FOR A PRECISE DEVELOPMENT PLAN (PDP 24-02) AND CONDITIONAL USE PERMIT (CUP 24-03) TO ALLOW FOR A 2,015 SQUARE FOOT RETAIL TENANT IMPROVEMENT AND ON-SALE CONSUMPTION OF ALCOHOLIC BEVERAGES AT 1048 HERMOSA AVENUE IN THE C-2 ZONE AND TO DETERMINE THAT THE PROJECT IS CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.**

**SAID PUBLIC MEETING** is open to the public and 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, email or letter 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=OUNTRDNvd2l6TzBpTDJjc2x6bGFwdz09>  
Meeting ID: 825 3974 2028 Password: 207860

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

**PLEASE BE ADVISED** that while the City will endeavor to ensure these 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 prior to the meeting to ensure your public participation. To guarantee live time viewing and/or public participation, members of the public shall attend in Council Chambers.

**CABLE TV** - Spectrum Channel 8 and Frontier Channel 31 in Hermosa Beach

**YOUTUBE** - <https://www.youtube.com/c/CityofHermosaBeach90254>

**LIVE STREAM** - [www.hermosabeach.gov](http://www.hermosabeach.gov) and visit the Agendas/Minutes/Videos page

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 email the Office of the City Clerk at (310) 318-0204 or at [cityclerk@hermosabeach.gov](mailto:cityclerk@hermosabeach.gov) at least 48 hours before the meeting.

**IF YOU CHALLENGE** the above matter(s) in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the above-listed departments at, or prior to, the public meeting.

**FOR FURTHER INFORMATION**, please contact the Community Development Department at (310) 318-0235 or [CommunityDevelopment@hermosabeach.gov](mailto:CommunityDevelopment@hermosabeach.gov). Department hours are 7:00 AM to 6:00 PM, Monday-Thursday. A copy of the agenda and staff report(s) will be available for public review 72 hours in advance of the meeting on the City's website at [www.hermosabeach.gov](http://www.hermosabeach.gov).

**Carrie Tai, AICP**  
Director of Community Development

Community Development Department, **City of Hermosa Beach**  
Planning Division – **Attn: Jake Whitney**  
1315 Valley Drive  
Hermosa Beach, CA 90254

**IMPORTANT PUBLIC NOTICE**

**1048 Hermosa Avenue, Hermosa Beach, CA 90254**  
Assessor Parcel Number 4187-006-004

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

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Similarly, as a courtesy, the City will also plan to broadcast the meeting via the following listed mediums. However, these are done as a courtesy only and are not guaranteed to be technically feasible. Thus, in order to guarantee live time viewing and/or public participation, members of the public shall attend in Council Chambers.

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

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

**Live Stream** - [www.hermosabeach.gov](http://www.hermosabeach.gov) and visit the [agendas/minutes/videos](#)

If you experience technical difficulties while viewing a meeting on any of our digital platforms, please try another viewing option. View Planning Commission staff reports and attachments at: [www.hermosabeach.gov](http://www.hermosabeach.gov) and visit the *Agendas/Minutes/Video* page. 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](mailto:cityclerk@hermosabeach.gov) at least 48 hours before the meeting.

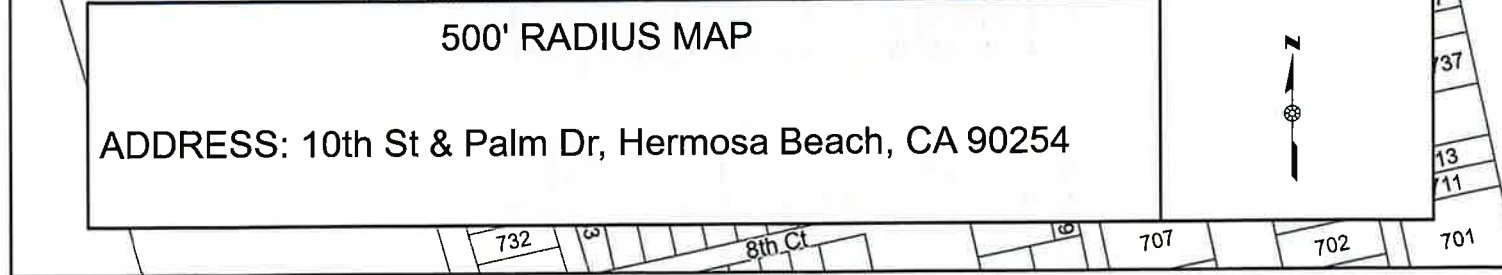
**Submit an ecomment** via *Speak Up Hermosa* at [www.hermosabeach.granicusideas.com](http://www.hermosabeach.granicusideas.com) by 12:00 p.m. on the meeting date. For items on the agenda, supplemental communications may be submitted via ecomment or emailed to [planning@hermosabeach.gov](mailto:planning@hermosabeach.gov). Supplemental emails should indicate the agenda item and meeting date in the subject line and must be received by 12:00 p.m. on the date of the meeting to be posted to the corresponding agenda item before the meeting begins. Supplemental communications submitted after 12:00 p.m. on the date of the meeting but before the meeting ends will be posted to the agenda packet the next business day.

**Carrie Tai, AICP**  
Community Development Director



**500' RADIUS MAP**

**ADDRESS: 10th St & Palm Dr, Hermosa Beach, CA 90254**























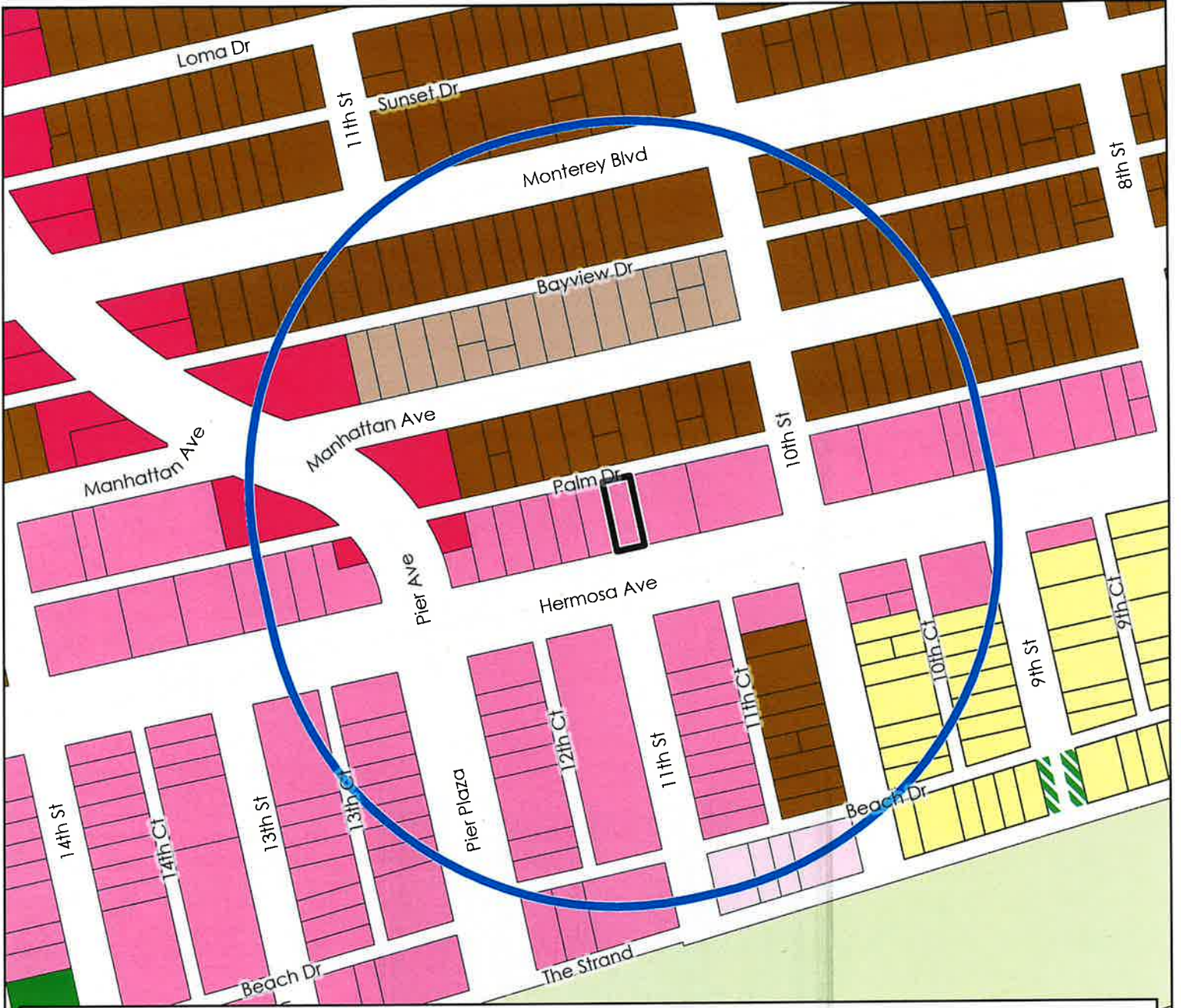
**Project Zoning Map**  
 Planning Commission  
 April 16, 2024

**Description**

1048 Hermosa Avenue  
 APN: 4187-006-004  
 Zone: C-2 General Commercial

Conditional Use Permit & Precise Development  
 Plan

-  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 Limited Business and Residential
-  C-2 General Commercial
-  C-3 General and Highway 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)
-  500' Notification Radius



**CITY OF HERMOSA BEACH**

**CERTIFIED PROPERTY OWNER MAILING AFFIDAVIT**

I, Melanie Hurtado, hereby certify that on the 3rd day of April in 2024, I mailed with first class postage a notice of public hearing before the Planning Commission to all property owner and occupants within a 500-foot radius of the exterior boundaries of the property listed below. The mailing list was compiled from the assessment roll for the County of Los Angeles. Notice was also mailed to the property 1048 Hermosa Avenue, Hermosa Beach, CA 90254 on April 3<sup>rd</sup>.

1048 Hermosa Avenue, Hermosa Beach, CA 90254

I declare, under penalty of perjury, that the foregoing is true and correct. I have executed this declaration on the 4th of April 2024, at Hermosa Beach, California.

Melanie Hurtado  
Printed Name

Melanie Hurtado

Signature

City of Hermosa Beach  
Community Development Department

**ACKNOWLEDGMENT**

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California  
County of Los Angeles

On April 4, 2024 before me, Myra Maravilla, Notary Public  
(insert name and title of the officer)

personally appeared Melanie Hurtado at 1315 Valley Dr., Hermosa Beach who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]

(Seal)

