

# City of Hermosa Beach

*City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254*



## Regular Meeting Agenda

**Tuesday, September 18, 2018**

**7:00 PM**

### Council Chambers

### Planning Commission

#### *Chair*

***Marie Rice***

#### *Vice Chair*

***David Pedersen***

#### *Commissioners*

***Peter Hoffman***

***Michael Flaherty***

***Rob Saemann***

#### *City Clerk*

***Elaine Doerfling***

#### *City Treasurer*

***Karen Nowicki***

#### *City Attorney*

***Mike Jenkins***

#### Executive Team

Suja Lowenthal, City Manager

Nico De Anda-Scaia, Assistant to the City Manager

Viki Copeland, Finance Director  
Glen Kau, Public Works Director  
Sharon Papa, Police Chief

Ken Robertson, Community Development Director  
Vanessa Godinez, Human Resources Manager  
Kelly Orta, Community Resources Manager

Note: No Smoking Is Allowed in The City Hall Council Chambers

**THE PUBLIC COMMENT IS LIMITED TO THREE MINUTES PER SPEAKER**

Planning Commission agendas and staff reports are available for review on the City's web site at [www.hermosabch.org](http://www.hermosabch.org). Wireless access is available in the City Council Chambers for mobile devices:  
Network ID: CHB-Guest, Password: chbguest

Written materials distributed to the Planning Commission within 72 hours of the Planning Commission meeting are available for public inspection immediately upon distribution in the Community Development Department during normal business hours from Monday through Thursday, 7:00 a.m. - 6:00 p.m. and on the City's website.

Final determinations of the Planning Commission may be appealed to the City Council within 10 days of the next regular City Council meeting date. If the 10th day falls on a Friday or City holiday, the appeal deadline is extended to the next City business day. Appeals shall be in written form and filed with the City Clerk's office, accompanied by an appeal fee. The City Clerk will set the appeal for public hearing before the City of Hermosa Beach City Council at the earliest date possible.

If you challenge any City of Hermosa Beach decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on this agenda, or in a written correspondence delivered to the Planning Commission at, or prior to, the public hearing.

To comply with the Americans with Disabilities Act (ADA) of 1990, Assistive Listening Devices will be available for check out at the meeting. If you need special assistance to participate in this meeting, please call or submit your request in writing to the Community Development Department at (310) 318-0242 at least 48 hours (two working days) prior to the meeting time to inform us of your needs and to determine if/how accommodation is feasible.

**Submit your comments via eComment in three easy steps:**

Note: Your comments will become part of the official meeting record. You must provide your full name, but please do not provide any other personal information (i.e. phone numbers, addresses, etc) that you do not want to be published.

1. Go to the Agendas/Minutes/Video webpage and find the meeting you'd like to submit comments on.  
Click on the eComment button for your selected meeting.
2. Find the agenda item for which you would like to provide a comment. You can select a specific agenda item/project or provide general comments under the Oral/Written Communications item.
3. Sign in to your SpeakUp Hermosa Account or as a guest, enter your comment in the field provided, provide your name, and if applicable, attach files before submitting your comment.

eComments can be submitted as soon as the meeting materials are published, but will only be accepted until 12:00 pm on the date of the meeting to ensure Planning Commission and staff have the ability to review comments prior to the meeting.

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**

**4. Oral / Written Communications**

*Anyone wishing to address the Commission regarding a matter not related to a public hearing on the agenda may do so at this time.*

**Section I****CONSENT CALENDAR**

5. [REPORT](#) Approval of the August 21, 2018 Planning Commission Action Minutes  
[18-0544](#)

**Recommendation:** To approve the Planning Commission action minutes of the August 21, 2018 regular meeting.

**Attachments:** [1. August 21, 2018 Planning Commission action minutes](#)

6. [REPORT](#) Information Only: Public Hearing Notices and Projects Zoning Map  
[18-0551](#)

**Attachments:** [1. Public Notices](#)

[2. Projects Zoning Map](#)

**7. Resolution(s) for Consideration - None**

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THE RECOMMENDATIONS NOTED BELOW ARE FROM THE PLANNING STAFF AND ARE  
RECOMMENDATIONS ONLY. THE FINAL DECISION ON EACH ITEM RESTS WITH THE PLANNING  
COMMISSION. PLEASE DO NOT ASSUME THAT THE STAFF RECOMMENDATION WILL BE THE  
ACTION OF THE PLANNING COMMISSION.

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**Section II****PUBLIC HEARING**

8. [REPORT](#)  
[18-0573](#)
- VAR 18-1 - Sign Variance 18-1 to allow: 1) more than one pole sign per site; 2) one pole sign to exceed the maximum allowed 20 foot height; and 3) a request for a sign code interpretation to determine that the sign proposed for the north building elevation is a marquee sign and not a roof sign.

**Recommendation:** Adopt the attached resolution: (1) approving a Sign Variance to exceed the maximum number of pole signs allowed on a site, (2) but denying the proposed 35 foot pole sign height for sign C and (3) approving a sign code interpretation that the sign proposed for the north building elevation is a marquee sign rather than a roof sign and (4) determining the project is categorically exempt from the California Environmental Quality Act (CEQA).

**Attachments:**

- [1. Draft Resolution](#)
- [2. Poster Verification](#)
- [3. Radius Map](#)
- [4. Site Photographs](#)
- [5. Hermosa Beach Municipal Code Definitions](#)
- [6. Applicant's Submittal](#)
- [7. Sign Variance 95-2 Staff Report and signed Resolution](#)

9. [REPORT](#)  
[18-0572](#)
- TA 18-2 -- Consideration of a Text Amendment that would add a short term and low impact entertainment option (Short Term Entertainment Permit or STEP) as an accessory use to businesses located in the City's commercial zones through a simple and cost effective permitting process, including proposed definitions and standards for proposed Limited Live Entertainment Permit, and determination that the project is categorically exempt from the California Environmental Quality Act.)

**Recommendation:** Adopt the attached resolution recommending the City Council approve Text Amendment 18-2 to the Hermosa Beach Municipal Code, Chapter 17, to establish definitions and standards for Limited Live Entertainment Permit in commercial zones, and determine the project is exempt from the California Environmental Quality Act.

**Attachments:**

- [Resolution and Ordinance PC 9-18-18](#)
- [Link to 8-21-18 Planning Commission Meeting](#)
- [Link to 6-25-18 Planning Commission Meeting](#)

## **Section III**

## **HEARING**



10. [REPORT](#)  
[18-0570](#) SIGN REVIEW - S4 #35 Determination on whether a proposed 1,980± square foot display proposed on the south wall of the building at 2775 Pacific Coast Highway is a mural, and the proposed display is not a project under the California Environmental Quality Act.

**Recommendation:** Adopt the attached resolution and determine that the proposed display covering 1,980 ± square feet of surface area on south side of an existing building is consistent with the Hermosa Beach Municipal Code definition of 'Mural' at 2775 Pacific Coast Highway, and the proposed display is not a project under the California Environmental Quality Act (CEQA).

**Attachments:** [1. Draft Resolution](#)  
[2. Site Photograph](#)  
[3. Applicant Submittal](#)  
[4. Poster Verification](#)

## **Section IV**

### **11. Staff Items**

- a. [REPORT](#)  
[18-0546](#) Verbal Report on City Council Actions
- b. [REPORT](#)  
[18-0547](#) Verbal Report on major Planning Projects and reminder of October 1, 2018 Planning Commission Special Meeting for an Informational Session on the Draft EIR for the Strand and Pier Hotel Project
- c. [REPORT](#)  
[18-0565](#) October 1, 2018 Special Planning Commission Tentative Future Agenda Item and October 16, 2018 Planning Commission Tentative Future Agenda Items

**Recommendation:** Receive and file the October 1, 2018 Special Planning Commission tentative future agenda item and October 16, 2018 Planning Commission tentative future agenda items.

**Attachments:** [Planning Commission Tentative for Agenda 10-1-18 and 10-16-18](#)

- d. [REPORT](#)  
[18-0543](#) Community Development Department Activity Report of July, 2018

**Recommendation:** To receive and file the July, 2018 Community Development Department activity report.

**Attachments:** [1. Community Development Department activity report of July, 2018](#)

### **12. Commissioner Items**

### **13. Adjournment**



## Staff Report

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### Staff Report

REPORT 18-0544

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**Honorable Chairman and Members of the Hermosa Beach Planning Commission**

**Regular Meeting of September 18, 2018**

Approval of the August 21, 2018 Planning Commission Action Minutes

**Recommended Action:**

To approve the Planning Commission action minutes of the August 21, 2018 regular meeting.

**Attachment:**

1. August 21, 2018 Planning Commission action minutes

Respectfully Submitted by: Gina Konrad, Administrative Assistant

Concur: Kim Chafin, Planning Manager

Approved: Ken Robertson, Community Development Director



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Action Minutes

### Planning Commission

*Chair*  
**Marie Rice**

*Vice Chair*  
**David Pedersen**

*Commissioners*  
**Peter Hoffman**  
**Michael Flaherty**  
**Rob Saemann**

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Tuesday, August 21, 2018

7:00 PM

Council Chambers

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**1. Call to Order**

**2. Pledge of Allegiance**

**3. Roll Call**

**Present** 5 - Commissioner Michael Flaherty, Commissioner Peter Hoffman, Commissioner David Pedersen, Commissioner Rob Saemann, and Chairperson Marie Rice

**Absent** 0

Also Present: Ken Robertson, Community Development Director  
Patrick Donegan, Assistant City Attorney  
Kim Chafin, Planning Manager  
Nicole Ellis, Associate Planner  
Kathy Khang, Assistant Planner  
Yuritzy Randle, Assistant Planner

**4. Oral / Written Communications**

### Section I

**5. CONSENT CALENDAR**

**REPORT 18-0359** Approval of the May 15, June 25, July 17, 2018 Planning Commission Action Minutes

**Attachments:** [1. May 15, 2018 Planning Commission action minutes](#)  
[2. June 25, 2018 Planning Commission action minutes](#)  
[3. July 17, 2018 Planning Commission action minutes](#)

**ACTION:** Motion by Commissioner Hoffman and seconded by Commissioner Pedersen to approve the Planning Commission action minutes of the May 15, 2018 regular meeting, June 25, 2018 special meeting, and July 17, 2018 regular meeting, as amended in May and July meeting minutes. The motion carried by the following vote:

**Ayes:** 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

**Noes:** none

## 6. Resolution(s) for Consideration - One

**REPORT 18-0484** Precise Development Plan 16-7 and Parking Plan 16-2 to allow a new three-story, detached 2,744 square foot commercial building with ground floor retail and second and third floor office space, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to a single-unit motel, and a Parking Plan to allow the 12-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 8 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street; and adoption of a Mitigated Negative Declaration.

**Attachments:** [1. Resolution of Denial](#)  
[Link to July 17, 2018 Planning Commission staff report and attachments](#)

**ACTION:** Motion by Commissioner Hoffman and seconded by Commissioner Flaherty to adopt the resolution denying Precise Development Plan 16-7 to allow a new three-story, detached 2,744 square foot commercial building with ground floor retail and second and third floor office space, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to a single-unit motel, and denying Parking Plan 16-2 to allow the 12-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 8 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street. The motion carried by the following vote:

**Ayes:** 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

**Noes:** none

7. **REPORT** Information Only: Public Hearing Notices and Projects Zoning Map  
**18-0479**

Attachments: [1. Public Notice](#)  
[2. Projects Zoning Map](#)

## **Section II**

### **PUBLIC HEARING**

8. **REPORT** SIGN VARIANCE #18-1  
**18-0486**

**ACTION:** Motion by Commissioner Hoffman and seconded by Commissioner Pedersen to continue to September 18, 2018 the public hearing to consider the request for Sign Variance 18-1 to allow: 1) more than one pole sign per site; 2) two pole signs to exceed the maximum allowed 20 foot height; 3) more than one sign can per pole sign on a site; and a request for a sign code interpretation to determine that the sign proposed for the north building elevation is a marquee sign and not a wall sign. The motion carried by the following vote:

**Ayes:** 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

**Noes:** none

9. **REPORT** LOCAL HAZARD MITIGATION PLAN INTEGRATION INTO GENERAL  
**18-0487** PLAN

**ACTION:** Motion by Commissioner Pedersen and seconded by Commissioner Flaherty to continue indefinitely the public hearing to amend the Public Safety Element of the Hermosa Beach General Plan to incorporate the FEMA adopted 2017 City of Hermosa Beach Local Hazard Mitigation Plan. The motion carried by the following vote:

**Ayes:** 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

**Noes:** none

10. **REPORT** CUP 18-8: A request for a Conditional Use Permit for to allow a  
**18-0492** Health and fitness facility (assembly use) at 1332 Hermosa Avenue Suite 8 and 9 (Ebb & Flow Concierge Fitness) and determination that the project is Categorically Exempt from the California Environmental Quality Act.

**Attachments:** [1. Proposed Approval Resolution](#)  
[2. Public Parking in Project Vicinity \(Provided by Applicant\)](#)  
[3. Applicant Submittal](#)  
[4. Site Photos](#)  
[5. Legal Poster and Radius Map](#)

Coming forward to speak: Julianne Poblete

**ACTION:** Motion by Commissioner Hoffman and seconded by Commissioner Flaherty to adopt the resolution approving Conditional Use Permit 18-8 to allow a health and fitness facility (assembly use) at 1332 Hermosa Avenue suite 8 and 9 (EBB & Flow Concierge Fitness), and determine that the project is categorically exempt from the California Environmental Quality Act (CEQA), as amended to delete from Section 1, "ancillary to a new retail and personal service cryotherapy use," and amending condition 5 to state, "Sound dampening mats shall be located under all equipment within the health and fitness facility (assembly use) and on interior walls adjacent to the other tenant spaces." The motion carried by the following vote:

Ayes: 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

Noes: none

### **Section III**

#### **HEARING**

11. **REPORT** Short-Term Entertainment Permit - Low impact entertainment option for local  
**18-0493** businesses through an easy cost effective permitting process

**Attachments:** [1. Proposed code amendment \(pending\)](#)  
[2. Community Development Department Staff Report, June 25, 2018](#)  
[3. STEP \(Short Term Entertainment Permit\) proposal from THRIVE Hermosa](#)  
[4. THRIVE Hermosa Survey of Twelve Businesses](#)  
[5. Supplemental #1 Public Comment added @ 1:15pm](#)

Coming forward to speak: Barbara Ellman  
Kathy Nolan

Discussed possible amendments to the Zoning Code that would allow low impact or limited live entertainment options for local businesses without having to go through the Conditional Use Permit process as is currently required and directed staff to schedule public hearing in the next couple of months.

12. **REPORT** Clarifications to Process and Standards for Review of On-Sale Alcoholic  
**18-0494** Beverage Conditional Use Permits

Attachments: [1. Proposed Amendment](#)

**ACTION:** Motion by Commissioner Hoffman and seconded by Commissioner Pedersen to approve by minute order the attached clarifications into the Conditional Use Permit Review Process with noted further clarifications to policies #3 and #5 and recommend they be affirmed by City Council, as amended.  
The motion carried by the following vote:

Ayes: 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

Noes: none

## Section IV

### 13. Staff Items

- a. **REPORT** Verbal Report on City Council Actions  
**18-0476**
- b. **REPORT** Verbal Status Report on Major Planning Projects  
**18-0477**
- c. **REPORT** September 18, 2018 Planning Commission Tentative Future Agenda Items  
**18-0491**

Attachments: [1. Planning Commission 9/18/18 Tentative Future Agenda](#)

**ACTION:** Motion by Commissioner Hoffman and seconded by Commissioner Saemann to receive and file the September 18, 2018, Planning Commission tentative future agenda items. The motion carried by the following vote:

Ayes: 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

Noes: none

- d. **REPORT** Community Development Department Activity Report of June, 2018  
**18-0478**

Attachments: [Community Development Department activity report of June, 2018](#)

**ACTION:** Motion by Commissioner Saemann and seconded by Commissioner Hoffman to receive and file the June, 2018 Community Development Department activity report. The motion carried by the following vote:

Ayes: 5 - Commissioners Pedersen, Saemann, Hoffman, Flaherty and Chairperson Rice

Noes: none

**11. Commissioner Items****12. Adjournment**

**ACTION:** Motion by Commissioner Hoffman and seconded by Commissioner Pedersen to adjourn and the motion carried unanimously. The meeting was adjourned at 8:58pm by Chairperson Rice to the next scheduled Planning Commission meeting of September 18, 2018.





# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 18-0551

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**Honorable Chairman and Members of the Hermosa Beach Planning Commission**

**Regular Meeting of September 18, 2018**

Information Only: Public Hearing Notices and Projects Zoning Map

Attachments:

1. Public Notices
2. Projects Zoning Map

**Easy Reader**

Run Date: Sept. 6, 2018

Acct: 7010-2110

**DISPLAY****City of Hermosa Beach****PUBLIC NOTICE**

**NOTICE IS HEREBY GIVEN** that the **Planning Commission** of the City of Hermosa Beach shall hold a public hearing on **Tuesday, September 18** to consider the following:

1. VAR 18-1: A request for Sign Variances at 2510 Pacific Coast Highway (Lazy Acres) to allow: 1) more than one pole sign per site; 2) two pole signs to exceed the maximum allowed 20' height; 3) more than one sign can per pole sign on a site; and a request for a sign code interpretation to determine that the sign proposed for the north building elevation is a marquee sign and not a wall sign; and determination that the project is Categorically Exempt from the California Environmental Quality Act.
2. Strand and Pier Hotel – Draft EIR: First public meeting/informational session on the draft EIR for the proposed Strand and Pier Hotel project adjacent to The Strand between Pier Plaza and 13<sup>th</sup> Street on Monday, October 1, 2018 at 7pm in Council Chambers.
3. Short Term Entertainment Permit (STEP) – Consideration of amendment to zoning ordinance that would add a short term and low impact entertainment option as an accessory use to businesses located in the City's commercial zones through a simple and cost effective permitting process.

**SAID PUBLIC HEARINGS** shall be held at **7:00 P.M.**, or as soon thereafter as the matter may be heard, in the **City Council Chambers, City Hall, 1315 Valley Drive, Hermosa Beach, CA 90254.**

**ANY AND ALL PERSONS** interested are invited to participate and speak at these hearings at the above time and place. Written materials pertaining to matters listed on the agenda of a Regular Planning Commission meeting must be submitted by noon of the Tuesday, one week before the meeting in order to be included in the agenda packet. However, written materials received after that deadline will nonetheless be posted under the relevant agenda item on the City's website at the same time as they are distributed to the Planning Commission by email and provided to the Planning Commission and public at the meeting. Written comments may be submitted to the Community Development Department, City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, CA 90254. Written comments may also be submitted via eComment in 3 easy steps: 1) Go to the Agendas/Minutes/Video webpage and find the meeting on which you'd like to comment; 2) Find the agenda item on which you'd like to comment; and 3) sign in to your SpeakUp Hermosa Account or sign in as a guest, enter your comment in the field provided, provide your name, and if applicable, attach files before submitting your comment.

**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 Community Development Department, Planning Division, at, or prior to, the public hearing.

**FOR FURTHER INFORMATION**, please contact the Community Development Department, Planning Division, at (310) 318-0242 or fax to (310) 937-6235. The Department is open from 7:00 a.m. to 6:00 p.m. Monday through Thursday. Please contact a staff planner to discuss subject project on the Planning Commission agenda. A copy of the staff report(s) in the Planning Commission packet will be available for public review at the end of the business day on Thursday, September 13, 2018, at the Hermosa Beach Police Department, Public Library, and on the City's website at [www.hermosabch.org](http://www.hermosabch.org). Relevant Municipal Code sections are also available on the website.

Elaine Doerfling  
City Clerk



# Planning Commission - September 18, 2018



## Legend

- City Boundary
- Parcels
- Zoning
  - R-1 ONE FAMILY RESIDENTIAL
  - R-1A LIMITED ONE-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 RESTRICTED 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)

0.1 0 0.07 0.1 Miles

WGS\_1984\_Web\_Mercator\_Auxiliary\_Sphere

The map generated is for reference only. Data layers that appear on this map do not have survey grade accuracy but represent close approximation.

THIS MAP IS NOT TO BE USED FOR NAVIGATION



## Staff Report

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### Staff Report

REPORT 18-0573

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### Honorable Chairman and Members of the Hermosa Beach Planning Commission

### Regular Meeting of September 18, 2018

VAR 18-1 - Sign Variance 18-1 to allow: 1) more than one pole sign per site; 2) one pole sign to exceed the maximum allowed 20 foot height; and 3) a request for a sign code interpretation to determine that the sign proposed for the north building elevation is a marquee sign and not a roof sign.

Applicant: Superior Electrical Advertising (Representing Lazy Acres Natural Market & Hope Chapel)  
C/O: Tim Pitts 1700 West Anaheim Street  
Long Beach, CA 90813

Owner: International Church of the Foursquare Gospel (aka Hope Chapel)  
2420 Pacific Coast Highway  
Hermosa Beach, CA 90254

### **Recommended Action:**

Adopt the attached resolution: (1) approving a Sign Variance to exceed the maximum number of pole signs allowed on a site, (2) but denying the proposed 35 foot pole sign height for sign C and (3) approving a sign code interpretation that the sign proposed for the north building elevation is a marquee sign rather than a roof sign and (4) determining the project is categorically exempt from the California Environmental Quality Act (CEQA).

### **Summary:**

Staff recommends approval of the Sign Variance, approving the proposed number of pole signs on the subject site (two double-faced pole signs at the 20 foot allowable height) but does not support the proposed height for the proposed 35-foot high pole sign along Artesia Boulevard. Staff believes that special conditions and extraordinary circumstances apply to the property and hardships exist relative to number of pole signs on one site. However, Staff does not believe that hardships exist relative to the proposed pole sign height because a 20 foot high pole sign is visible from Artesia Boulevard at the proposed location and because two of the required findings could not be made for the requested Variance. Finally staff recommends that the proposed sign located on north building elevation be determined as a marquee sign and not a roof sign.

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## Staff Report

REPORT 18-0573

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### **Background:**

ZONING:	C-3 (General Commercial)
GENERAL PLAN:	Community Commercial
EXISTING NUMBER OF POLE SIGNS:	2
PROPOSED NUMBER OF POLE SIGNS:	2
EXISTING POLE SIGN HEIGHT:	50.25' / 25.67'
PROPOSED SIGN POLE HEIGHT:	35' / 20'
ENVIRONMENTAL DETERMINATION:	Categorically Exempt, Section 15311(a), Class 11 Exemption, Accessory Structures, as the proposal pertains to signage for an existing facility

In the northern portion of the city, the Lazy Acres Natural Market building is located within a multi-tenant shopping center at the southeast corner of Artesia Boulevard and Pacific Coast Highway (PCH), arterial streets that function as two of the city's major commercial corridors. Hope Chapel is located immediately south at 2420 PCH. East of Hope Chapel, but not immediately adjacent to the market, is a single-family residential neighborhood fronting on 24<sup>th</sup> Street. Immediately east of the market is a 10-unit multi-family residential complex (The Victorian condominiums). Hope Chapel owns parcels 2, 3, 8 and 10 located within the shopping center (see Location/Parcel Map Attachment). The shopping center is shared by other commercial uses, including restaurants (Rabano, Best Donuts, Fabio's Pizza, and PCH Lock & Key) which occupy a separate building at 2516 PCH on a separate parcel with a different owner, at the southeast corner of PCH and Artesia Boulevard. The building at the northeast corner of the site (950 Artesia Boulevard at the intersection of Prospect Boulevard) is occupied by commercial uses (Shorewood Realty, LaRocca Real Estate, and U-Code). The subject properties are located in the C-3 General Commercial zone and the Gateway Commercial (GC) General Plan land use designation.

### **History**

On April 18, 2017 the Planning Commission approved a Precise Development Plan (PDP) to allow a food and beverage market (Lazy Acres Natural Market) within an existing 29,653 square foot building at 2510 PCH (formerly Hope Chapel Youth Center); a Conditional Use Permit (CUP) for outdoor dining accessory to the proposed food and beverage market; and a Parking Plan (PARK) to allow parking requirements to be met with a shared parking arrangement with the two adjacent buildings at 950 Artesia Boulevard (a multi-tenant building) and 2420 Pacific Coast Highway (Hope Chapel Church) and the parking lot currently used by Hope Chapel at their administrative office building at 2306 PCH.

On May 15, 2018 the Planning Commission approved a Conditional Use Permit Amendment 17-4, Precise Development Plan 17-11, and Parking Plan Amendment 17-3 to allow a cumulative approximately 26,000 gross square foot addition in conjunction with a religious institution (Hope Chapel) for a total of approximately 61,000 gross sq. ft. located at 2420 Pacific Coast Highway, with less than required parking based on shared parking with parking lots at 950 Artesia Boulevard and 2306, 2420 and 2510 Pacific Coast Highway.

### **Existing Signage**

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## Staff Report

REPORT 18-0573

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Lazy Acres Natural Market is currently under construction and anticipates to open by October of 2018. The City approved one temporary banner to be placed on one face of the pole sign located along PCH, and there is currently no existing permanent signage on the building.

On August 27, 2018 a permanent sign application was approved to reface both of the existing pole sign cans (along PCH and Artesia Boulevard) with Lazy Acres signage only, and those are anticipated to be installed within the next few weeks in time for the market's grand opening. Hope Chapel has a total of four existing on-site wall signs on the church building at 2420 PCH, and two legal nonconforming pole signs located at 2510 PCH. The existing wall signs are approximately 532 square feet in sign area for all 4 wall signs, and the existing pole signs are approximately 478.64 square feet total for both pole signs. Thus, the total existing signage for Hope Chapel is approximately 1,010 square feet. The total existing signage square footage, height and number of pole signs for the Hope Chapel building all exceed the signage limits prescribed by the Hermosa Beach Municipal Code (HBMC), and as such, are considered existing nonconforming.

### Applicant Proposal

Lazy Acres Natural Market proposes to install a total of 4 signs for the proposed business (two pole signs, one wall sign, and one marquee sign). The proposed wall sign would be located on the west building elevation facing PCH. The proposed marquee sign would be installed on the north building elevation facing Artesia Boulevard, and two double-faced pole signs would be installed in the same location as the existing legal nonconforming pole signs (one along PCH and one along Artesia Boulevard). The proposed 20' high pole sign would replace the existing 25.67' high pole sign in the same exact location as the existing sign be located along PCH. The proposed 35' high pole sign would replace the 50.25' high pole sign in the same exact location as the existing sign located along Artesia Boulevard. The proposed pole signs would be internally illuminated and have one double sided can per pole. The proposal is to provide Lazy Acres Natural Market signage and Hope Chapel signage on each pole sign.

The existing 50.25' and 25.67' legal nonconforming pole signs for Hope Chapel exceed the permitted 20 foot height limit for pole signs located within the C-3 zone as well as the maximum number of pole signs per site (1). The applicant requests a Variance from the 20' height limit for pole signs as well as a Variance from the number of pole signs permitted on a site.

The applicant also requests a sign code interpretation determining that the proposed sign on the north building elevation be considered a marquee sign rather than a roof sign.

### Analysis:

Pursuant to HBMC Section 17.50.140.(D), properties located within the C-3 zone are allowed a total of three square feet of sign area per each lineal foot of primary building frontage plus a half foot of signage for each foot of secondary building frontage.

The primary frontage for the market is located along PCH measuring 150.25' in length. The secondary building frontage is located along Artesia Boulevard measuring 196.83' in length. As such, the total allowable signage for the market is 745.99 square feet. The total sign area proposed for Lazy Acres is 627.25 square feet, and 118.74 square feet of sign area would remain available for

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## Staff Report

REPORT 18-0573

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future signage. The building frontage for Hope Chapel is located along PCH measuring approximately 140' in length. The building does not have frontage along any other streets. Accordingly, the total allowable signage for Hope Chapel is approximately 420 square feet.

The total existing signage for the Hope Chapel building is approximately 1,010 square feet, whereas the Lazy Acres Natural Market does not have any existing permanent signage. The existing sign area for the pole sign located along PCH is 156.8 square feet, and the existing sign area for the pole sign located along Artesia is 322.14 square feet, for a total aggregate of 478.94 square feet of area for both pole signs. The total sign area for both proposed pole signs for Hope Chapel's signage only is 245 square feet (151.14 square feet along Artesia and 93.86 square feet along PCH). The proposal would reduce the total sign area for Hope Chapel building from 1,010.64 to 933.50 square feet, bringing the sign area closer, though not fully, into compliance with HBMC development standards for total maximum signage area of 420 square feet.

Since the requested signage for Hope Chapel will still result in approximately 513.50 square feet of excess allowable signage, a separate Sign Variance for Hope Chapel to exceed the total allowable signage is required. Based on the provided information, it appears it would not be possible to make all three required findings to support a Sign Variance request for Hope Chapel to exceed the permitted total allowable sign area. As such, the applicant will be required to revise the pole signs to remove Hope Chapel signage from each pole sign can. Conditions of approval have been added to the attached resolution to ensure that any adjustments to the proposed total sign area for the Lazy Acres Natural Market are consistent with HBMC development standards.

The proposal is not consistent with HBMC Section 17.50.140(G), which indicates properties located within the C-3 zoning designation are limited to one pole sign per site with a maximum 20 foot height limit.

### **Variance:**

The applicant seeks Sign Variances for styles of signs and height standards as outlined below:

1. Signs in the General Commercial zone are limited to the following sign types:
  - a. One pole sign shall be permitted per site (Section 17.50.140 (B) (2)).
2. Pole signs shall not be over twenty (20) feet high above finished grade (Section 17.50.140 (G)).

### **Findings:**

The Planning Commission, or the City Council on appeal, may grant a Variance to the specific requirements of this chapter, provided a demonstrated hardship exists and the proposed sign will not adversely affect public safety or the design and appearance of the surrounding neighborhood, and the required conditions are found to exist pursuant to Section 17.50.190, addressed below:

#### **1. Variance Request for number of poles per site**

All three of the following findings must be made by the Planning Commission in order to grant the requested Variance to exceed the maximum number of pole signs allowed per site:

**Finding A:** "A Variance authorized is not a grant of a special privilege inconsistent with the limitations on other properties in the vicinity."

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**Finding B:** “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.”

**Finding C:** “The Variance will not adversely affect public safety and the design and appearance of the signing and structures of the surrounding area.”

While the applicants could propose one pole sign as permitted by right pursuant to the HBMC development standards for signs in C-3 zoned sites, the applicants’ justification for the requested Variance is that since the building is set back approximately 208 feet from the street, the market is located on a busy intersection, and the property is completely blocked by the commercial development at the northwest corner, it is imperative to have more than one pole sign per site (2) for the safety of their customers.

*Argument against granting the variance:* The argument can be made that most commercial properties throughout the community do not have the benefit of an intersection-adjacent location, and not many enjoy the benefit of having exposure along the frontage of two major commercial arterials. Having building frontage along two major arterial streets rather than one provides a benefit to the applicant in that the frontage provides additional visibility. Due to the commonality of commercial sites that are not intersection-adjacent, and the subject site’s benefit of the having visibility along the frontage of two major arterials, the Variance for the number of pole sign per site would grant the applicant a special privilege, and there are no special conditions or extraordinary circumstances about the property that do not apply to the other properties in the vicinity so that the strict application of this the HBMC would create a demonstrated hardship on the property. While allowing more than the maximum number of pole signs would not adversely impact public safety, all three findings are required in order to approve the requested Variance, and only one finding can be made.

Although one can argue that the request for more than one pole on the subject site is not justified, staff has made the following findings in favor of the applicant’s request.

**Finding A:** A variance for the number of pole signs per site would not grant the applicant a special privilege inconsistent with the limitations on other properties in the vicinity. The subject site is located on a major arterial intersection, along the Pacific Coast Highway and Artesia Boulevard. The site is currently accessed from three curb cuts along Pacific Coast Highway and four curb cuts along Artesia Boulevard. The parking area for the Lazy Acres Natural Market and Hope Chapel can be accessed from both PCH and Artesia Boulevard. The parcel to the northwest of the site (southeast corner parcel at Pacific Coast Highway and Artesia) is under different ownership and not a part of the parking plan. Thus, the applicant is unable to provide signage at the corner of the intersection, which is typical for large shopping centers located on a street intersection. A similar approach was taken for the property located at 1559 PCH (Plaza Hermosa). There, the subject property was granted a sign variance because, among other things, the property fronts two street but does not include the corner portion abutting the intersection where typically a sign could be located providing exposure to both streets. Thus, the variance would not grant a special privilege inconsistent with other properties in the vicinity.

**Finding B:** Special conditions and extraordinary circumstances apply to the property that do not apply to the other properties in the vicinity so that the strict application of this chapter works a



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demonstrated hardship on the particular property. The project site is located on a busy intersection in the City, the building is set back approximately 208 feet from the street and the property is completely blocked by commercial development to the northwest. For the safety of the customer, it is important to have more than one pole sign so that customers can readily find the site easily. Moreover, commercial properties located within the City typically have only one building frontage. Pursuant to HBMC Section 17.50.140 (G), pole signs are permitted for sites with a minimum of 40 feet of street frontage. The subject site has two street frontages over 40 feet in length (381.58' along PCH and 552' along Artesia Boulevard). Thus, the HBMC sign code, which prevents sites from having more than one pole sign, most often applies to commercial properties with only one building frontage - here there are two building frontages. Thus, large scale of the of the site, the unique nature of the site, and the two building frontages all lead to the finding that special conditions and extraordinary circumstances apply to the property and the HBMC development standards for number of pole signs would create a hardship for the property.

**Finding C:** The subject site is located on a major arterial intersection, along the PCH and Artesia Boulevard. The site is currently accessed from three curb cuts along Pacific Coast Highway and four curb cuts along Artesia Boulevard. The parking area for the Lazy Acres Natural Market and Hope Chapel can be accessed from both Pacific Coast Highway and Artesia Boulevard. An additional sign alerting drivers and possible customers of the location of Lazy Acres Natural Market and Hope Chapel would not adversely affect public safety.

### 2. Variance Request for maximum height for Artesia Boulevard pole sign

All three of the following findings must be made in order to grant the requested Variance to exceed the allowable pole sign height (along Artesia):

**Finding A:** "A Variance authorized is not a grant of a special privilege inconsistent with the limitations on other properties in the vicinity."

**Finding B:** "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."

**Finding C:** "The Variance will not adversely affect public safety and the design and appearance of the signing and structures of the surrounding area."

**Finding A:** A variance for the number of pole signs per site would grant the applicant a special privilege inconsistent with the limitations on other properties in the vicinity. Allowing the proposed pole sign of 35 feet would grant the applicants a special privilege not allowed for other properties in the area. No other properties have such a tall pole sign, especially a site with an extra pole sign already on the property. The deviation from the maximum 20 foot pole sign height limit would be a grant of a special privilege as the proposed pole sign would be located parallel to the sidewalk/public right-of-way and would be clearly visible from Artesia Boulevard at 20 feet in height. In addition, the proposed 35 foot pole sign along Artesia Boulevard is proposed to have a 5'-2" architectural roof feature to match the market's roof. The proposed roof feature adds 5'-2" of unnecessary bulk and height to the 35 foot high pole sign. While the architectural roof feature may add to the aesthetic appeal of the 35 foot high pole sign, it does not contribute to the City's signage purposes.

**Finding B:** Special conditions and extraordinary circumstances do not apply to the property that do

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## Staff Report

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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 applicant claims that because the Lazy Acres Natural Market building is set back approximately 208 feet from Artesia Boulevard and is located at a major intersection, the proposed pole sign at 35 feet in height is needed to ensure safe vehicular entry into the shopping center. However, City staff believes that applicant's justification is not warranted the primary function of signage is to give information about the location of the possible designation. Thus, in order to promote public safety the proposed pole sign should be at the driver's eye level.

Finding C: The proposed 35 foot high pole sign along Artesia Boulevard would not adversely impact public safety, as the existing legal nonconforming pole sign was permitted at 50 feet in height and has not created negate impacts. However, all three findings are required in order to approve the requested Variance. Therefore, granting of the requested Variance cannot be justified.

### **Sign Code Interpretation:**

The applicant seeks a sign code interpretation to determine whether the proposed building sign located on the north building elevation may be considered a marquee sign rather than a roof sign. Roof signs are defined as signs erected upon, above or extending above a roofline of a building or structure. In addition, architectural projections above the roof line which function as background for a sign shall be considered a sign structure. Signs that are placed on such structures shall be considered a roof sign. According to the HBMC Section 17.50.080 (B) roof signs are prohibited in the City of Hermosa Beach with the following exceptions:

- a. Signs located on pre-existing architectural projections extending above roof line that have historically been used for sign purposes;
- b. Signs located on projections above the roof line that are deemed by the Planning Commission to be architectural projections that are part of the architecture of the building and not solely for purposes of sign background.

Marquee signs are defined as signs painted on, attached to, or supported by a marquee with the exposed face of the sign in a plane parallel to the building wall which supports the marquee. Although the HBMC does not define a marquee, a marquee can be described as a rooflike projection over the entrance to a theater, hotel, or other building.

The Lazy Acres Natural Market building has a flat roof. The proposed marquee sign will be place on the sloping roof adjacent to the main building entrance fronting Artesia Boulevard. Staff believes that the proposed marquee sign is not considered a roof sign because the sloping roof element for which the proposed sign will be placed on is truly an architectural feature of the building intended strictly for aesthetic purposes. Although the sloping roof element gives the illusion of a roof, it does not exceed the parapet of the north building elevation. The proposed sign on the north building elevation does not appear to be a roof sign because it does not extend beyond the roof parapet. In addition, it appears the tube framing on which the sign will be placed on is considered a marquee because it can be considered a rooflike projection. Thus, proposed building sign located on the north building elevation should be considered a marquee sign rather than a roof sign.

### **Environmental Determination:**

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The proposed project is Categorically Exempt from the California Environmental Quality Act as defined in Section 15311(a), Class 11 Exemption, Accessory Structures because the proposal pertains proposed signage for an existing structure. Moreover, none of the exceptions to the Categorical Exemption apply. 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.

### **General Plan Consistency:**

The subject site is located within the Gateway Commercial (CC) General Plan land use area, the purpose of which is to offer a greater variety of employment, retail, and economic activity to the community. The subject site is also located within the Pacific Coast Highway Corridor Character which promotes signage made of high-quality materials and design, and consistent with City sign codes.

### **Attachments:**

1. Proposed Resolution
2. Poster Verification
3. Radius Map
4. Site Photographs
5. Hermosa Beach Municipal Code Definitions
6. Applicant's Submittal
7. Sign Variance 95-2 Staff Report and signed Resolution

Respectfully Submitted by: Yuritzy Randle, Assistant Planner

Approved: Ken Robertson, Community Development Director

## **P.C. RESOLUTION NO. 18-XX**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH, CALIFORNIA, APPROVING VARIANCE 18-01 IN PART TO ALLOW MORE THAN 1 POLE SIGN ON 1 SITE, APPROVING A SIGN CODE INTERPRETATION TO DETERMINE THAT THE PROPOSED SIGN TO BE PLACED ON THE NORTH BUILDING ELEVATION IS A MARQUEE SIGN AND NOT A ROOF SIGN, AND DENYING VARIANCE 18-01 IN PART TO ALLOW A POLE TO EXCEED THE ALLOWED 20 FOOT HEIGHT LIMIT, ON A SQUARE FOOT LOT IN THE C-3 (GENERAL COMMERCIAL) ZONING DISTRICT AT 2510 PACIFIC COAST HIGHWAY.**

The Planning Commission of the City of Hermosa Beach does hereby resolve and order as follows:

**SECTION 1.** An application for a sign variance was filed by Superior Electrical Advertising (Representing Lazy Acres) and International Church of the Foursquare Gospel (Hope Chapel) on June 26, 2018, seeking approval of a Variance 18-1 to allow more than one pole sign on a site and to allow a pole sign to exceed the allowable 20 foot height limit, and a sign code interpretation to determine whether a sign is a marquee sign and not a roof sign in the C-3 (General Commercial) zoning district at 2510 Pacific Coast Highway.

**SECTION 2.** The Planning Commission conducted a duly noticed public hearing to consider the application for sign variance (VAR 18-1) on September 18, 2018, at which time testimony and evidence, both oral and written, was presented to be considered by the Planning Commission.

**SECTION 3.** The proposed project is Categorically Exempt from the California Environmental Quality Act as defined in Section 15311(a), Class 11 Exemption, Accessory Structures because the proposal pertains proposed signage for an existing structure. Moreover, none of the exceptions to the Categorical Exemption apply. 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 4.** The applicants propose to install one wall sign on the Lazy Acre's west building elevation facing Pacific Coast Highway, one marquee sign on the Lazy Acre's north building elevation facing Artesia Boulevard and two internally illuminated double-faced caned signs with signage for Lazy Acres and Hope Chapel (one 20 foot high pole sign along Pacific Coast Highway and one 35 foot high pole sign along Artesia Boulevard). The subject property is zoned C-3 and is surrounded by C-3, SPA-8, R-3 and R-1 zoned lots and uses

**SECTION 5.** Based on the testimony and evidence received, the Planning Commission makes the following findings to **APPROVE** in part the application for Variance 18-1 for the proposed number of pole signs (two pole signs) on the site pursuant to Section 17.50.190 of the Hermosa Beach Municipal Code (HBMC):

Based on the foregoing, the Planning Commission makes the following findings pursuant to HBMC Section 17.50.190:

**Finding A:** “A Variance authorized is not a grant of a special privilege inconsistent with the limitations on other properties in the vicinity.”

**Finding B:** “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.”

**Finding C:** “The Variance will not adversely affect public safety and the design and appearance of the signing and structures of the surrounding area.”

Finding A: A variance for the number of pole signs per site would not grant the applicant a special privilege inconsistent with the limitations on other properties in the vicinity. The subject site is located on a major arterial intersection, along the Pacific Coast Highway and Artesia Boulevard. The site is currently accessed from three curb cuts along Pacific Coast Highway and four curb cuts along Artesia Boulevard. The parking area for the Lazy Acres Natural Market and Hope Chapel can be accessed from both PCH and Artesia Boulevard. The parcel to the northwest of the site (southeast corner parcel at Pacific Coast Highway and Artesia) is under different ownership and not a part of the parking plan. Thus, the applicant is unable to provide signage at the corner of the intersection, which is typical for large shopping centers located on a street intersection. A similar approach was taken for the property located at 1559 PCH (Plaza Hermosa). There, the subject property was granted a sign variance because, among other things, the property fronts two street but does not include the corner portion abutting the intersection where typically a sign could be located providing exposure to both streets. Thus, the variance would not grant a special privilege inconsistent with other properties in the vicinity

Finding B: Special conditions and extraordinary circumstances apply to the property that 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 project site is located on a busy intersection in the City, the building is set back approximately 208 feet from the street and the property is completely blocked by commercial development to the northwest. For the safety of the customer, it is important to have more than one pole sign so that customers can readily find the site easily. Moreover, commercial properties located within the City typically have only one building frontage. Pursuant to HBMC Section 17.50.140 (G), pole signs are permitted for sites with a minimum of 40 feet of street frontage. The subject site has two street frontages over 40 feet in length (381.58' along PCH and 552' along Artesia Boulevard). Thus, the HBMC sign code, which prevents sites from having more than one pole sign, most often applies to commercial properties with only one building frontage – here there are two building frontages. Thus, large scale of the of the site, the unique nature of the site, and the two building frontages all lead to the finding that special conditions and extraordinary circumstances apply to the property and the HBMC development standards for number of pole signs would create a hardship for the property.

Finding C: The subject site is located on a major arterial intersection, along the PCH and Artesia Boulevard. The site is currently accessed from three curb cuts along Pacific Coast Highway and four curb cuts along Artesia Boulevard. The parking area for the Lazy Acres Natural Market and Hope Chapel can be accessed from both Pacific Coast Highway and Artesia Boulevard. An additional sign alerting drivers and possible customers of the location of Lazy Acres Natural Market and Hope Chapel would not adversely affect public safety.

**SECTION 6.** Based on the testimony and evidence received, the Planning Commission makes the following findings to **DENY** the application for Variance 18-1 for the proposed pole sign along Artesia Boulevard to exceed the allowable 20 foot height limit pursuant to HBMC Section 17.50.190:

**Finding A:** “A variance authorized is not a grant of a special privilege inconsistent with the limitations on other properties in the vicinity.”

**Finding B:** “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.”

**Finding C:** “The variance will not adversely affect public safety and the design and appearance of the signing and structures of the surrounding area.”

Finding A: A variance for the number of pole signs per site would grant the applicant a special privilege inconsistent with the limitations on other properties in the vicinity. Allowing the proposed pole sign of 35 feet would grant the applicants a special privilege not allowed for other properties in the area. No other properties have such a tall pole sign, especially a site with an extra pole sign already on the property. The deviation from the maximum 20 foot pole sign height limit would be a grant of a special privilege as the proposed pole sign would be located parallel to the sidewalk/public right-of-way and would be clearly visible from Artesia Boulevard at 20 feet in height. In addition, the proposed 35 foot pole sign along Artesia Boulevard is proposed to have a 5’-2” architectural roof feature to match the market’s roof. The proposed roof feature adds 5’-2” of unnecessary bulk and height to the 35 foot high pole sign. While the architectural roof feature may add to the aesthetic appeal of the 35 foot high pole sign, it does not contribute to the City’s signage purposes.

Finding B: Special conditions and extraordinary circumstances do not apply to the property that 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 applicant claims that because the Lazy Acres Natural Market building is set back approximately 208 feet from Artesia Boulevard and is located at a major intersection, the proposed pole sign at 35 feet in height is needed to ensure safe vehicular entry into the shopping center. However, City staff believes that applicant’s justification is not warranted the primary function of signage is to give information about the location of the possible designation. Thus, in order to promote public safety the proposed pole sign should be at the driver’s eye level.

Finding C: The proposed 35 foot high pole sign along Artesia Boulevard would not adversely impact public safety, as the existing legal nonconforming pole sign was permitted at 50 feet in height and has not created negate impacts. However, all three findings are required in order to approve the requested Variance. Therefore, granting of the requested Variance cannot be justified.

**SECTION 7.** Based on the testimony and evidence received, the Planning Commission makes the following findings to determine that the proposed sign to be placed on the Lazy Acres north building elevation is a marquee sign and not a roof sign:

The applicant seeks a sign code interpretation to determine whether the proposed building sign located on the north building elevation may be considered a marquee sign rather than a roof sign. Roof signs are defined as signs erected upon, above or extending above a roofline of a building or structure. In

addition, architectural projections above the roof line which function as background for a sign shall be considered a sign structure. Signs that are placed on such structures shall be considered a roof sign.

According to the HBMC Section 17.50.080 (B) roof signs are prohibited in the City of Hermosa Beach with the following exceptions:

- a. Signs located on pre-existing architectural projections extending above roof line that have historically been used for sign purposes;
- b. Signs located on projections above the roof line that are deemed by the Planning Commission to be architectural projections that are part of the architecture of the building and not solely for purposes of sign background.

Marquee signs are defined as signs painted on, attached to, or supported by a marquee with the exposed face of the sign in a plane parallel to the building wall which supports the marquee. Although the HBMC does not define a marquee, a marquee can be described as a rooflike projection over the entrance to a theater, hotel, or other building.

The Lazy Acres Natural Market building has a flat roof. The proposed marquee sign will be placed on the sloping roof adjacent to the main building entrance fronting Artesia Boulevard. Staff believes that the proposed marquee sign is not considered a roof sign because the sloping roof element for which the proposed sign will be placed on is truly an architectural feature of the building intended strictly for aesthetic purposes. Although the sloping roof element gives the illusion of a roof, it does not exceed the parapet of the north building elevation. The proposed sign on the north building elevation does not appear to be a roof sign because it does not extend beyond the roof parapet. In addition, it appears the tube framing on which the sign will be placed on is considered a marquee because it can be considered a rooflike projection. Thus, proposed building sign located on the north building elevation should be considered a marquee sign rather than a roof sign.

**SECTION 8.** Based on the foregoing, the Planning Commission **hereby approves in part sign Variance 18-1 as to the number of pole signs per site (two) and type and determines that the proposed sign on the north building elevation is a marquee sign and not a roof sign**, subject to the following **Conditions of Approval**:

- 1. The signs shall comply with and not exceed the total allowable sign area for any business on the site, height and other standards of the plan approved by the Planning Commission on September 18, 2018 with the exception of number of pole signs per site.**
- 2. Variance 18-1 is granted contingent on, and in reliance of, both existing nonconforming pole signs both being removed and replaced by new pole signs.**
- 3. A sign permit, and building and/or electrical permits as may be applicable, shall be obtained prior to erecting the sign or lighting.**
- 4. Any illumination shall be static, external and oriented so that only the sign face is illuminated, automatically turned off between 10:00 p.m. and dawn, and low intensity subject to approved by the Community Development Director per H.B.M.C. Section 17.50.070. A.5.**
- 5. Based on the foregoing, the Planning Commission hereby DENIES the in part the request for a variance to allow the proposed 35 foot pole sign along Artesia Boulevard to exceed the allowable 20 foot height limit. Both pole signs must be meet the 20 foot height limit.**

**SECTION 9.** 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.

VOTE: AYES:  
NOES:  
ABSTAIN:  
ABSENT:

#### CERTIFICATION

I hereby certify the foregoing Resolution P.C. No. 18-XX is a true and complete record of the action taken by the Planning Commission of the City of Hermosa Beach, California at its adjourned regular meeting of September 18, 2018.

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Marie Rice, Chairperson

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Ken Robertson, Secretary

September 18, 2018  
Date



## Poster Verification- Attachment



Poster along Pacific Coast Highway



Poster along Artesia Boulevard



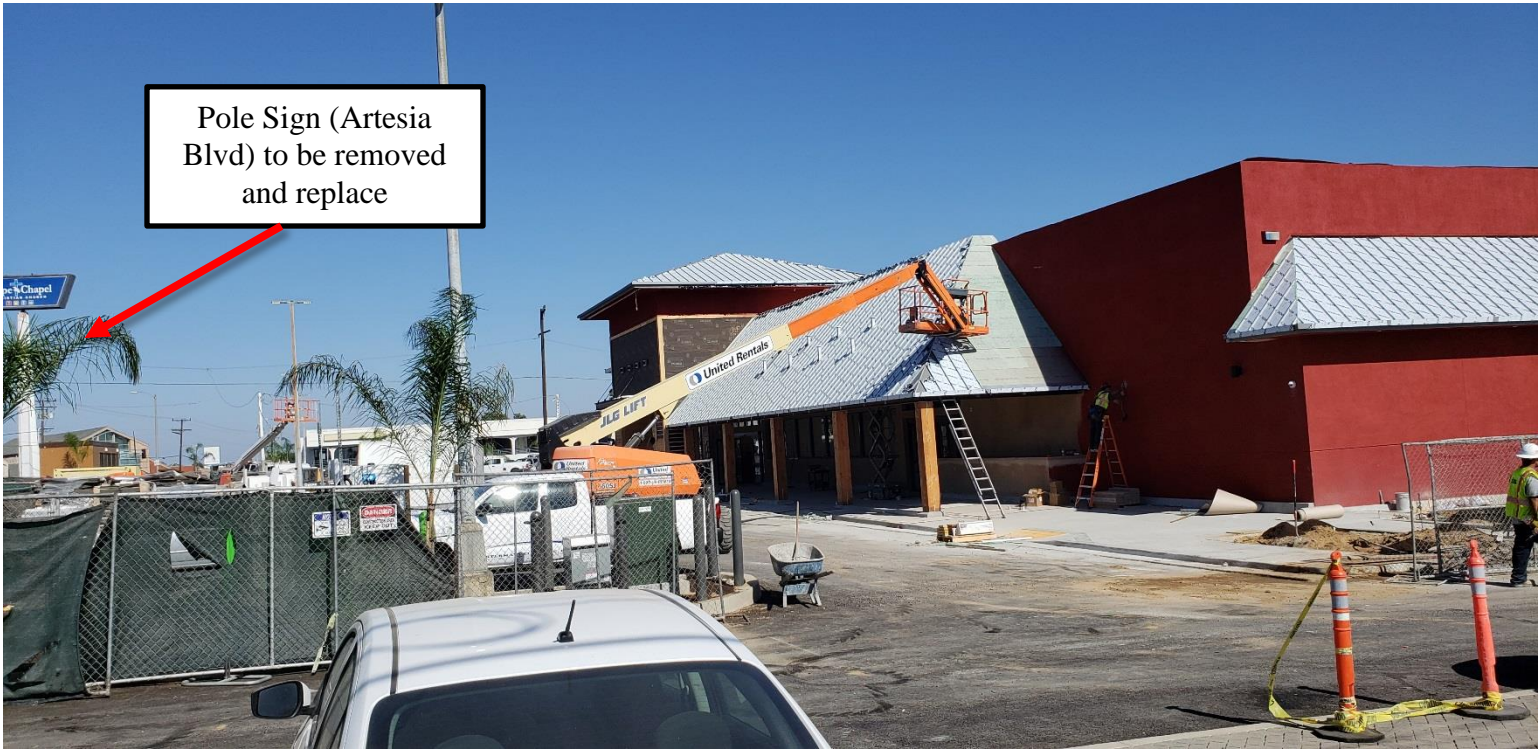


## Site Photographs





**Northwest Elevation**







Pole Sign (PCH) to be  
removed and replace

LAZY ACRES  
natural market  
COMING OCTOBER 2018  
LAZYACRES.COM

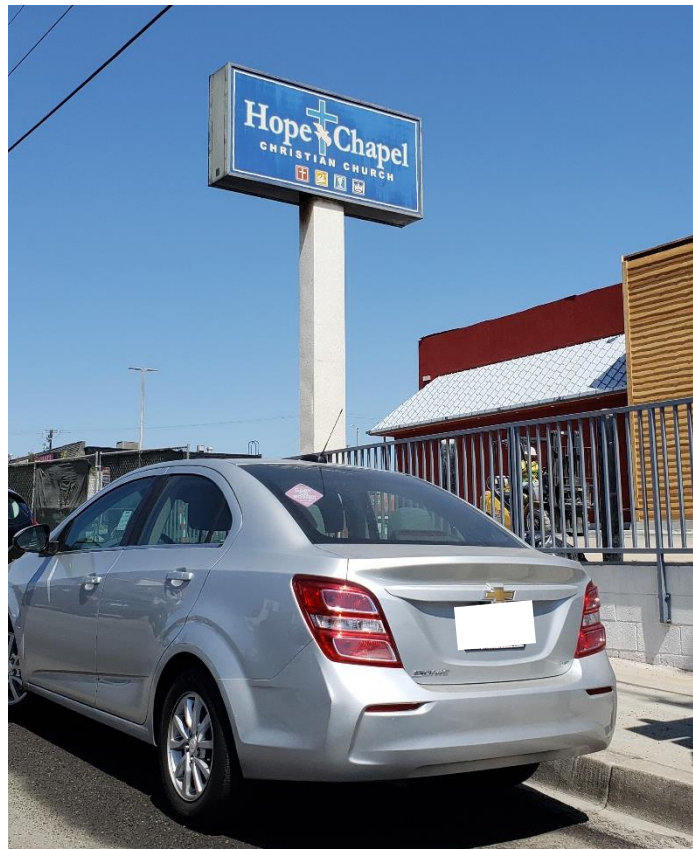
View heading south on the Pacific Coast Highway



View heading north on Pacific Coast Highway



View heading north on Pacific Coast Highway





View heading east on Artesia Boulevard



View heading east on Artesia Boulevard



View heading west on Arestia Boulevard



View heading west on Arestia Boulevard





Aerial View



Intersection of PCH and Artesia Blvd





### **Hermosa Beach Municipal Code Section 17.50.030 Sign Definitions:**

**"Building frontage"** means the exterior building wall of a ground floor business on the side or sides of the building fronting on or oriented toward a street or highway, which is used exclusively for pedestrian or vehicular traffic. Building frontage is measured continuously along the wall for the entire length of the building. In cases where the exterior walls of a business are oriented to more than one (1) street or highway, the primary building frontage shall be the frontage which is associated with the street identified with the street address of the business. Secondary frontage must have a building entrance/exit which is open to the public during business hours for customer/pedestrian use, which entrance is fronting on a street or highway.

**"Double-face sign"** means a sign which has two or more display surfaces backed against each other, or against the same background, one (1) face of which is designed to be seen from one (1) direction and the other from the other direction.

**"Marquee sign"** means a sign painted on, attached to, or supported by a marquee with the exposed face of the sign in a plane parallel to the building wall which supports the marquee.

**"Nonconforming sign"** is a sign which was validly installed under laws or ordinances in effect at the time of its installation, but which is in conflict with the provisions of the Hermosa Beach sign code.

**"Pole sign"** is a sign wholly supported by a single member in the ground.

**"Roof line"** for the purposes of this section, the roof line is considered the apparent uppermost edge of the roof or the top of a parapet, whichever forms the top line of the building silhouette or facade.

**"Roof sign"** is a sign erected upon, above or extending above a roof line of a building or structure. Architectural projections above the roof line which function as background for a sign shall be considered a sign structure. A sign on such structure shall be considered a roof sign.

**"Wall sign"** is any sign attached to or erected against the wall of a building or structure, with the exposed face of the sign in a plane parallel to the plane of said wall and not extending above the wall to which it is attached.





pay- w/ check

RECEIVED

JUN 20 2019

CITY OF HERMOSA BEACH

Community Development Department  
1315 Valley Drive, Hermosa Beach, CA 90254  
Phone: (310) 318-0242 Fax: (310) 937-6235  
Website: http://www.hermosabch.org

COMMUNITY DEV. DEPT.

PLANNING APPLICATION FORM

Please note that all information submitted becomes of public record.

<b>SITE ADDRESS OR LOCATION:</b> 2510 Pacific Coast Hwy. Hermosa Beach, CA. 90254	
<b>ASSESSOR'S PARCEL NUMBER:</b> 4184-015-002	
<b>APPLICANT NAME:</b> Tim Pitts	
Company Name: Superior Electrical Advertising	
Mailing Address: 1700 W. Anaheim St.	
City, State, Zip Code: Long Beach, CA. 90813	
Phone: 562-495-3808, ext. 154	Mobile Phone: 714-240-4629
Fax: 562-435-1867	Email: timp@superiorsigns.com
<b>PROPERTY OWNER NAME:</b> International Church of the Foursquare Gospel (Not prospective owner in escrow) By Hermosa Beach Hope Chapel, Subordinated Entity	
Mailing Address: 2420 Pacific Coast Hwy.	
City, State, Zip Code: Hermosa Beach, CA 90254	
Phone: 310-374-4693	Mobile Phone: 310-408-7572
Fax: 310-374-8223	Email: DALE.TURNER@HOPECHapel.ORG
<b>ARCHITECT OR OTHER NAME:</b>	
Company Name:	
Mailing Address:	
City, State, Zip Code:	
Phone:	Mobile Phone:
Fax:	Email:
<b>PROJECT REQUEST:</b> Consult with a planner to determine application type(s)	
\$ _____ Amendment to Planning Entitlement (3805)	\$ _____ Precise Development Plan (PDP) (3867)
\$ _____ Appeal to the Planning Commission (6820)	\$ 1572 Sign Variance (6802)
\$ 160 Categorical Exemption (6809)	\$ _____ Slope/Grade Height Determination (3888)
\$ _____ Conditional Use Permit (C.U.P.)-Comm/Other (3812)	\$ _____ Tentative Map--Subdivision/Lot Split (3809)
\$ _____ C.U.P. - Fences & Walls (3864)	\$ _____ Text Amendment, Private (3886)
\$ _____ Condominium of _____ Units - CUP/PDP (3899)	\$ _____ Variance (3808)
\$ _____ CC&R's / Deed Restriction Review (6810)	\$ _____ Zone Change (3811)
\$ _____ Determination of Similar Use (6806)	\$ _____ 300' Radius Noticing - 1st Noticing (3868)
\$ _____ Extension - CUP/PDP/Tentative Map etc. (3883)	\$ _____ 300' Radius Noticing - 2nd Noticing (3890)
\$ _____ Final Map (3810)	\$ 1294 500' Radius Noticing - 1st Noticing (3824)
\$ _____ General Plan Amendment - Map (6803)	\$ 175 500' Radius Noticing - 2nd Noticing (3856)
\$ _____ General Plan Amendment - Text (6803)	\$ 168 Public Notice Poster (3825)
\$ _____ Height Limit Exception (3898)	\$ 307.58 Legal Ad - Easy Reader (1121-4323)
\$ _____ Lot Line Adjustment (3884)	\$ _____ Records Technology System (6866)
\$ _____ Mural Review (6801)	\$ _____ Other:
\$ _____ Negative Declaration/Initial Study (3803)	\$ _____ Other:
\$ _____ Parking Plan (3857)	\$ _____ Other:
\$ * Planning Commission Interpretation (6807)	<b>TOTAL FEES \$</b> 47701.58
<b>CITY USE ONLY</b>	
<b>Received By:</b>	<b>Date Filed (Stamp at Top of Form):</b>
<b>File No.:</b>	

**NOTE: ATTACH ADDITIONAL SHEETS TO EXPAND ON ANSWERS OR EXPLAIN 'YES' RESPONSES**

**PROJECT DESCRIPTION:**

1. Describe the proposed project, particularly changes to the site, buildings, improvements and uses.  
 Tenant improvement for proposed "Lazy Acres Natural Market" grocery store to existing structure.  
 Manufacture and  
 install one (1) illuminated awning sign, one (1) illuminated wall sign and two (2) illuminated  
 freestanding tenant identification signs proposed.

2. Describe the reasons for the project and any conditions that justify or support the project:  
 Proposed signage is for new grocery store to identify the business and beautify the property. The  
 freestanding tenant identification signs have been designed to match the architectural of the  
 building to show cohesiveness of the shopping center design.

3. Is the site in the Coastal Zone?	Yes:	No: <input checked="" type="checkbox"/>
-------------------------------------	------	---

4. If in the Coastal Zone, is a Coastal Development Permit from the Coastal Commission required?	Not sure:	Yes:	No:
--	-----------	------	-----

5. Will the project be developed or constructed in phases?	Yes:	No: <input checked="" type="checkbox"/>
--	------	---

6. Are you proposing any other development, uses, or alterations of the site that are not included in this application?	Yes:	No: <input checked="" type="checkbox"/>
---	------	---

7. Are any sustainable or 'green' elements pertaining to the site, buildings or other operations proposed?  
 Wall signage to be low voltage LED units and freestanding signage will have energy efficient lamps  
 all ballasts. All signage to be fabricated out of aluminum.

8. Has the project or site received previous or other approvals? (If so, an amendment may be required.)	Not sure:	Yes: <input checked="" type="checkbox"/>	No:
---	-----------	--	-----

9. Is any part of the site subject to any lease, agreement, covenant, association, easement, or other encumbrance?	Yes: <input checked="" type="checkbox"/>	No:
--	--	-----

10. Adjacent land uses and business names:

To North: C-3 / Wildflower Boston Pizza, Best Donuts, Robanos Mexican Restaurants  
 To South: C-3 / Hope Chapel  
 To East: C-3 / Brighton Escrow  
 To West: C-3 / Spyder Surfboards, SPA-8 Offices

11. Are you aware of anyone that may be concerned about the project?	Yes:	No: <input checked="" type="checkbox"/>
--	------	---

12. Application for General Plan amendment or rezoning only:	Existing designation:	Proposed designation:
--	-----------------------	-----------------------

13. Application for Lot Line Adjustment, Merger or Subdivision only:	Existing number of lots:	Proposed number of lots:
--	--------------------------	--------------------------

14. Application for Condominiums only:	Existing number of units:	Proposed number of units:
--	---------------------------	---------------------------

NA

# IMPROVEMENTS AND USES:

## 15. Lot coverage and surfaces:

Type	Existing (sq ft)	Proposed (sq ft)	Net Change (sq ft)
Buildings			
Lot coverage*			
Paved area			
Landscaped area			
Unimproved area			
Pervious surfaces			

\***Lot coverage:** area of lot covered by foundations of all buildings and structures, cantilevers projecting from a building, decks and stairs >30" above grade. **Excluded:** Architectural projections, eaves, unenclosed balconies open on ≥ 2 sides including portions under another balcony projecting ≤5' from a building face; nonstructural stairs, patios, walkways and planters establishing finish grade; fences and walls (Hermosa Beach Municipal Code, Chapter 17.04)

16. Will any buildings or structures be demolished?

Yes: No:

17. Are any temporary uses or structures proposed?

Yes: No:

18. Will fences, walls /retaining walls, or similar elements be installed or altered?

Yes: No:

19. Are any roof decks proposed?

Yes: No:

20. Are electrical transformers, fire hydrants, antennae, rooftop elements, solar photovoltaic energy systems, tanks, or similar improvements proposed/required?

Yes: No:

21. Will any structure, architectural projection, stairs, decks, utilities, or other elements encroach into a setback as a result of the project?

Yes: No:

22. Will any signs be installed or altered in connection with the use or building?

Yes: No:

23. Will trash/recycling facilities be installed or altered?

Yes: No:

24. Will any part of the project, or its use, encroach on the public right-of-way (during or after construction or operation)?

Yes: No:

25. Will exterior lighting on any building or site be installed or altered?

Yes: No:

## 26. Parking spaces

Type	Existing	Proposed	Net Change	Required	Covered spaces
Regular space					
Compact					
Disabled					
Loading/other					
Guest (residential)					
Commercial project:					
Vehicle movements per day					

27. Are any parking spaces located offsite or shared with other uses or businesses on the site?

N/A N/A

Yes: No:

28. Will any driveways or access ways be constructed or altered?

Yes: No:

29. Will drainage be altered or increased?

30. Is a Standard Urban Storm Water Mitigation Plan required?  
(Hermosa Beach Municipal Code, Chapter 8.44)

Not sure:

Yes:

No:





31. Are any trees, unique environmental conditions, or cultural elements located on the site or an adjacent site?					
32. Will any trees be removed, or will construction, trenching, construction materials, or vehicles encroach within the drip line of existing trees?				Yes:	No:
33. Will any vegetation or planters be removed, altered or installed?				Yes:	No:
34. Is site grading or contouring proposed?				Yes:	No:
Cut (cubic yards):		Fill (cubic yards):			
Maximum height fill slope (feet):		Maximum height cut slope (feet):			
<b>RESIDENTIAL PROJECTS</b> (Skip to Question 38 if not a residential project)					
35. Type of units					
Type	Number of units	Bedrooms per unit	Unit size (sq ft)– except garages	Garage– per unit (sq ft)	Total size– all units (sq ft)
Single-family					
Duplex					
Multi-family					
Condominiums					
Accessory or other					
36. Will affordable or special need housing be provided?				Yes:	No:
37. Will any amenities be provided?				Yes:	No:
<b>COMMERCIAL, INDUSTRIAL, INSTITUTIONAL, OTHER</b> (Skip to Acknowledgements if inapplicable)					
38. Describe operations or change in operations:					
Criteria	Existing		Proposed		
Days and hours of operation:					
Shifts per day:					
Employees on largest shift:					
Number of seats (for restaurants, schools, theaters, etc.):					
Maximum number of people on site at peak time:					
Maximum number of people in building at peak time:					
Maximum number of businesses or tenant spaces:					
Specify any outdoor activities (dining, storage, etc.):					
39. Will machinery other than typical office equipment be used?				Yes:	No:
40. Will any flues, filtration systems, ventilation or similar equipment be installed or altered (e.g., affecting air, water, grease or oil trap)?				Yes:	No:

## ACKNOWLEDGEMENTS

1. I certify that to, the best of my knowledge, the information in this application and all plans and submittals are true, accurate and correct; this application is made with my consent; and misrepresentation of factual information may invalidate development entitlements granted by the City.
2. I understand that work pertaining to the project shall not begin prior to final City approval. 'Final City approval' means approval by the final decision-making authority on the application, following any appeal period set forth in the Hermosa Beach Municipal Code. Please contact the Community Development Department or City Clerk's office at 310-318-0239 with any questions on the approval process.
3. I understand that property development is complex and responsibility for understanding and abiding by all legal requirements pertaining to this project lies with myself, the property owner and project developers. I understand that unknown conditions and requirements may arise during the development process, which may result in unanticipated time, cost, requirements, or project denial. I understand that my project may be subject to requirements of other City departments, such as the Public Works or Fire Departments and have inquired about them, or other local, state or federal, or utility company requirements.
4. I hereby authorize employees of the City of Hermosa Beach to enter upon the subject property, as necessary to enable the City to process this application and upon providing reasonable notice, to inspect the premises and post public hearing notices.
5. I understand that any decision of the Planning Commission may be reviewed by the City Council and some applications are subject to appeal. Appeals must be filed in writing with the City Clerk within ten calendar days from the date of the subsequent City Council meeting.
6. To the extent permitted by law, I agree to 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 attorneys 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.
7. I understand that all information of any type pertaining to this application is public information and may be uploaded to the Internet in a portable document format (PDF) as part of an agenda packet for Planning Commission or City Council meetings. Any information that I believe is proprietary or should not be viewed by the public is clearly designated; however and notwithstanding, I understand such information may be subject to disclosure under the California Public Records Act (Government Code section 6250 et seq.).
8. I understand that I may request in writing to receive notice of any proposal to adopt or amend the general plan, a specific plan, zoning or other ordinance affecting building permits or grading permits reasonably related to my proposal. (Government Code Section 65945).
9. I understand that the City reserves the right to require an additional deposit of funds in order to make an environmental assessment pursuant to the California Environmental Quality Act.
10. The following persons also have a legal interest in the project site (i.e., tenants, property associations, easement holders, etc.):

Name of others with a record interest	Relationship	Mailing Address

**SIGNATURES:** I hereby certify that I have read, understand, and agree with all of the Acknowledgements above.  
(Notarized signature required from current Property Owner, not owner in escrow).

Applicant:	Signature 	Print TIMOTHY FITS	Date: 5.25.18
Owner:	Signature 	Print DALE TURNER	Date: 5.25.18
Other:	Signature	Print	Date:
Other:	Signature	Print	Date:

F:\b95\cd\forms\application\planning application 20161201

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

CIVIL CODE § 1189

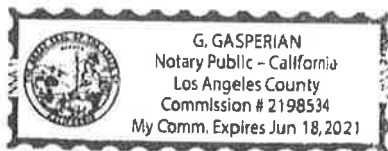
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California  
 County of Los Angeles  
 On 5-25-2018 before me, G. Gasperian, Notary Public  
 Date Here Insert Name and Title of the Officer  
 personally appeared Dale Turner  
 Name(s) of Signer(s)

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 [Signature]  
 Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

**Description of Attached Document**

Title or Type of Document: \_\_\_\_\_ Document Date: \_\_\_\_\_

Number of Pages: \_\_\_\_\_ Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

☐ Corporate Officer — Title(s): \_\_\_\_\_

☐ Partner — ☐ Limited ☐ General

☐ Individual ☐ Attorney in Fact

☐ Trustee ☐ Guardian or Conservator

☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

Signer's Name: \_\_\_\_\_

☐ Corporate Officer — Title(s): \_\_\_\_\_

☐ Partner — ☐ Limited ☐ General

☐ Individual ☐ Attorney in Fact

☐ Trustee ☐ Guardian or Conservator

☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

# LAZY ACRES

## natural market

2510 Pacific Coast Highway, Hermosa Beach, CA 90254



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Facsimile: 562.435.1867

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Project:  
**LAZY ACRES**

Address:  
**2510 Pacific Coast Highway  
Hermosa Beach, CA 90254**

Account Manager:  
**TIM PITTS**

Designer:  
**PI 10.00**

Scale: **AS NOTED**

Design No.: **15-11-1019-25**

Date: **11.30.15**

Reg. No.: **227080**

Revisions:  
R14 (dk) 5/15/18 Remove Hope Chapel and banners (.50)  
R18 (mh) 6/11/18 change colors (1.0)  
R19 (mdm) 6/19/18 change sign A to single pole design (2.50)  
R20 (pl) 7/23/18 rev. per city comments (6.00)

R21 (pl) 7/26/18 add sq. ft. on elevations on page 03 (1.50)  
R22 (pl) 8/1/18 rev. per city comments (6.00)  
R24 (pl) 8/15/18 rev. Sign C & D (6.00)  
R25 (pl) 8/21/18 rev. Signs C & D w/ new requirement (6.00)

### • APPROVALS •

**FOR JOB CHECK DATE**

Acct. Mgr.

**FOR CONSTRUCTION DATE**

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Design

Production

**FOR INSTALL ONLY DATE**

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Page: 01 Of: 21

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### Scope of work: Summery of Proposed Signage

Sign A ( Marquee sign ) = 306.27 sq. ft  
Sign B ( Wall sign ) = 75.98 sq. ft.  
Sign C ( Pole sign ) = 302.28 sq. ft.  
Sign D ( Pole sign ) = 187.72 sq. ft.

Total signage = 872.25 sq. ft.

### Summary Table

	Street	Lineal Feet
Primary Frontage	PCH	150.25 sq. ft.
Secondary Frontage	Artesia	196.83 sq. ft.

### Permitted Per HBMC Section 17.50.140(B)

(1) Wall Sign  
(1) Marquee Sign  
(1) Pole Sign

Total allowable signage  
= 745.98 sq. ft.

Pole Sign Height 20'-0"

# Pole Sign cans - (1) can  
per pole

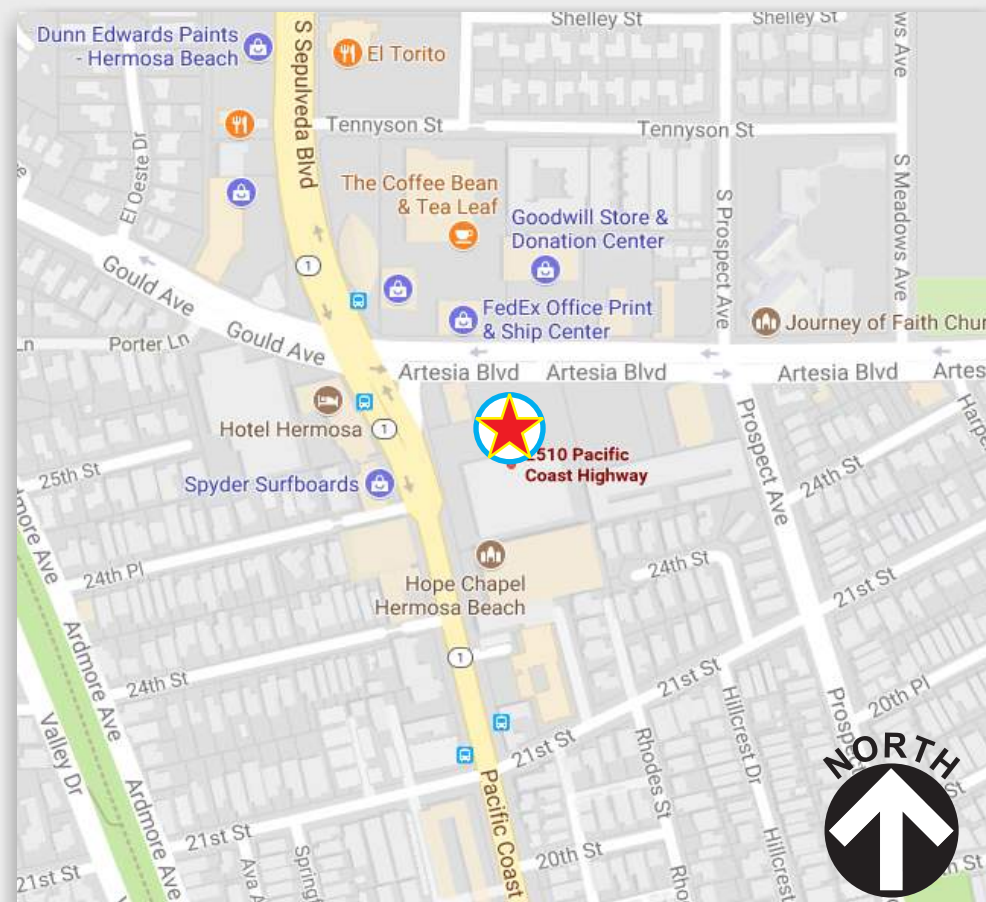
### Proposed

(1) Wall Sign  
(1) Marquee Sign  
(2) Pole Signs

872.25 sq. ft. total signage

Sign C - 35'-0"  
Sign D (E) - 20'-0"

(1) Can per pole



1

VICINITY MAP

SCALE: NTS





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## Design

## Production

**FOR INSTALL ONLY**      **DATE**

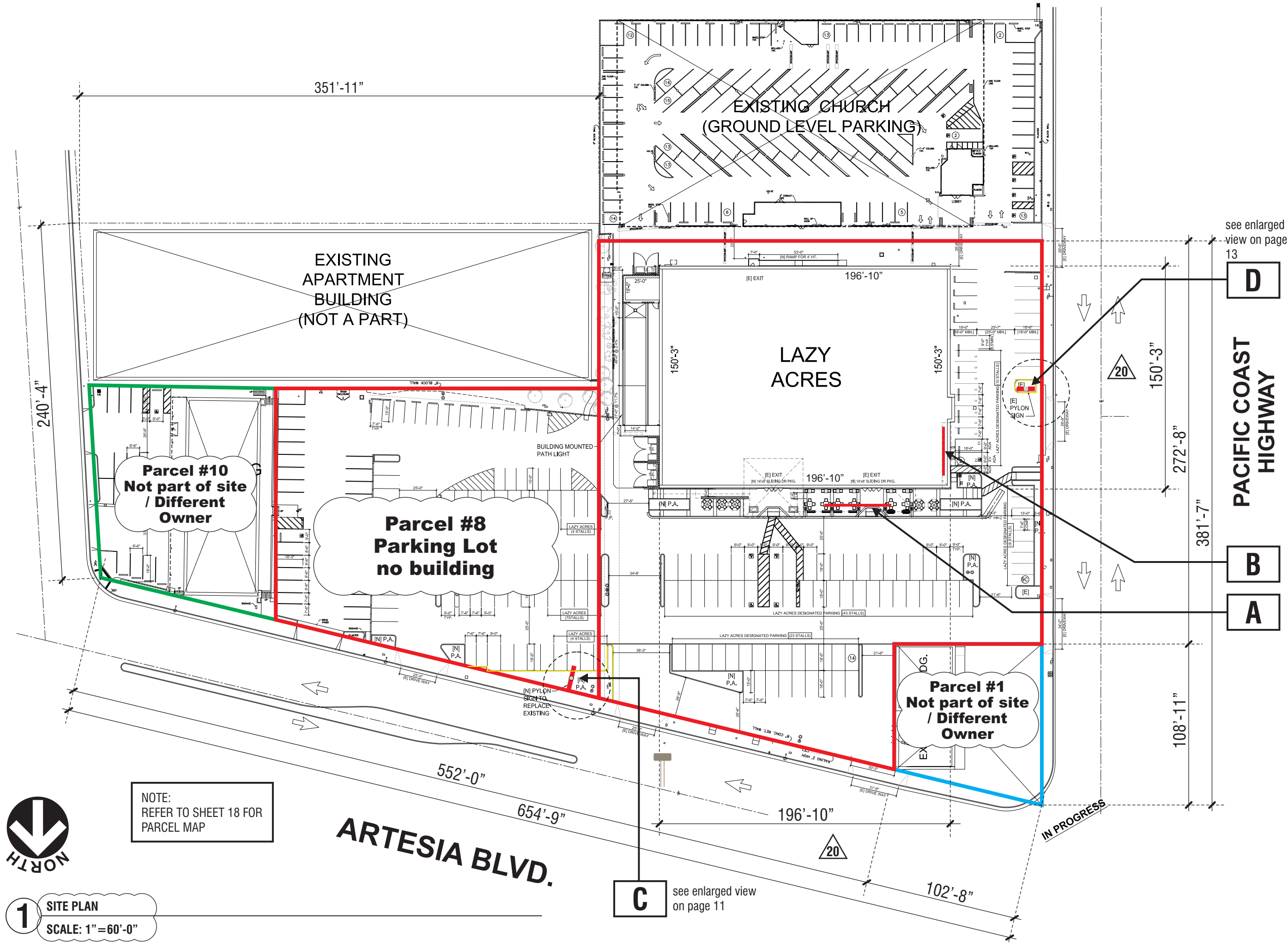
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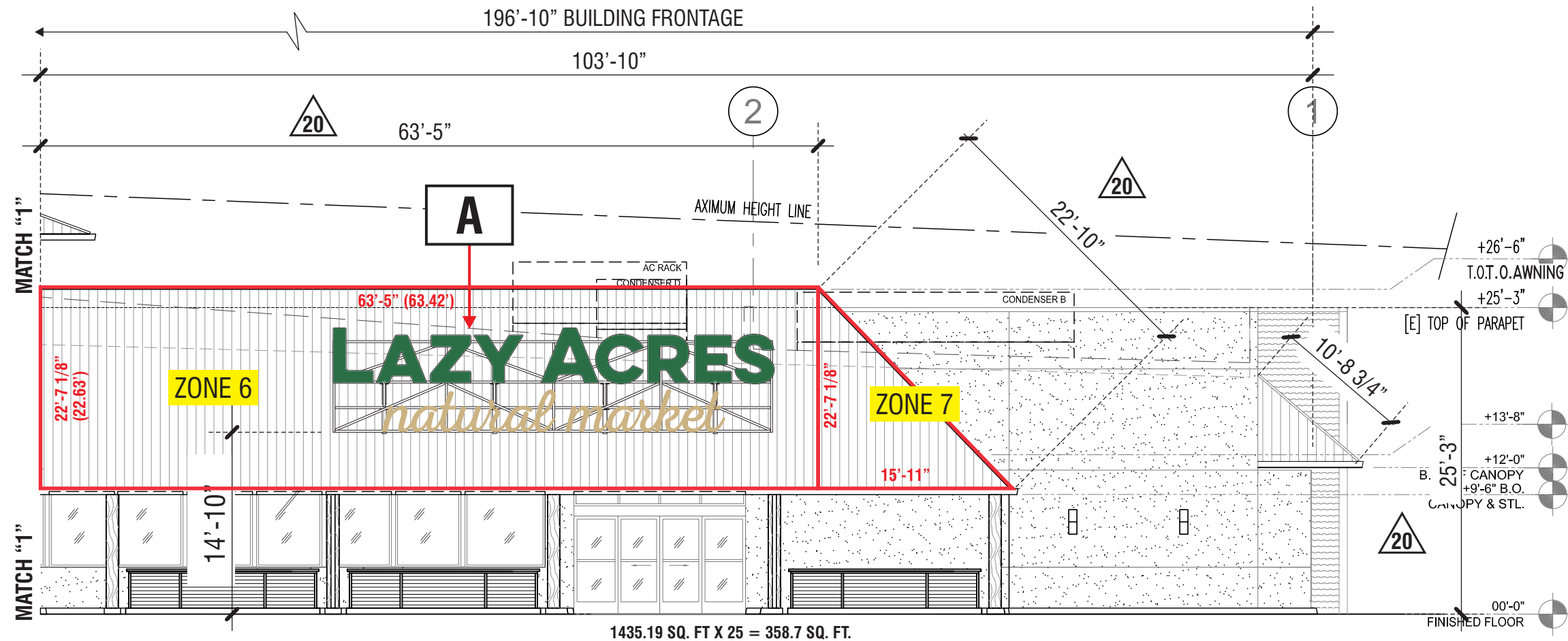
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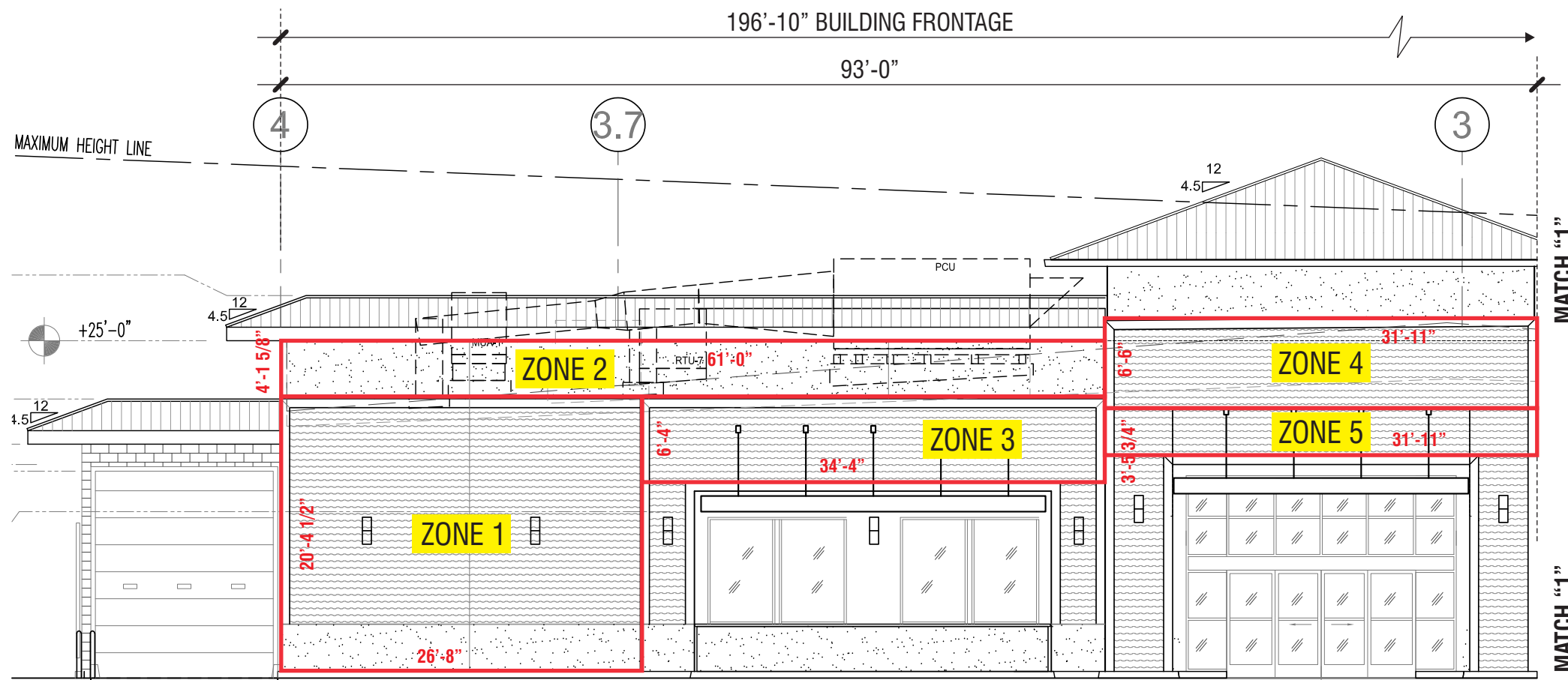
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1435.19 SQ. FT X 25 = 358.7 SQ. FT.

196'-10" BUILDING FRONTAGE

93'-0"



**1**

**NORTH BUILDING ELEVATION (ARTESIA BLVD. FRONTAGE)**

**SCALE: 3/32" = 1'-0"**

Wall Area (22'-7 1/8" x 63'-5") = 1432.82 Sq. Ft."

25% of 1432.82 = 358 Max. Sign Sq. Ft."

Sign "A" = **306.27 Sq. Ft.**

**ARTESIA BLVD. FRONTAGE:**

ZONE 1	20'-4 1/2"h X 26'-8"w	=	543.3 sq. ft.
ZONE 2	4'-1 5/8"h X 61'-0"w	=	252.26 sq. ft.
ZONE 3	6'-4"h X 34'-4"w	=	217.4 sq. ft.
ZONE 4	6'-6"h X 31'-11"w	=	207.4 sq. ft.
ZONE 5	3'-5 3/4"h X 31'-11"w	=	111.0 sq. ft.
ZONE 6	22'-7 1/8"h X 63'-5"w	=	1432.82 sq. ft.
ZONE 7	22'-7 1/8"h X 15'-11"w	=	179.8 sq. ft.

**Total = 2943.98 sq.ft.**

25% of 2943.98 = 736 sq. ft.

**NOTE:  
NO SECONDARY SIGN ON  
BUILDING ELEVATIONS**

**INTERPRETATION OF CITY CODE**



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## INTERPRETATION OF CITY CODE



NOTE:  
SEA TO MANUFACTURE LETTERS AND FRAME STRUCTURE  
SUPPORTS. ATTACH TO BUILDING STRUCTURAL SUPPORTS  
(TBD) AT JOB SITE (FIELD VERIFY PRIOR TO FABRICATION)

2

MATERIAL SPECIFICATIONS

- |   |  |
|---|--|
| (A) NOT USED  | (F) ROUGH SAWN WOOD TIMBER COLUMN  |
| (B) STUCCO PAINT COLOR: "RED CRAFT"<br>DUNN EDWARDS DET 423   | (G) CEDAR TRIM SIDING, NATURAL FINISH OR<br>STAIN TO MATCH CEDAR SIDING  |
| (C) PAINT TO MATCH: "HICKORY" DUNN<br>EDWARDS DEC 759   | (H) STEEL CANOPY PAINT COLOR/TRELLIS<br>VINE/METAL DOORS AND TRELIS: PAINT<br>OR PREFINISH BLACK COLOR.<br>PROVIDE RUST-PROOF PAINT OR<br>ANNODIZATION |
| (D) STANDING SEAM ROOF: VMZ QUARTZ-ZINC<br>PLUS 0.7mm; BY VM ZINC; vmzinc-usa.com                             | (J) STUCCO PAINT COLOR: "GREY SCREEN"<br>SHERWIN WILLIAMS SW7071   |
| (E) WAVY CEDAR PLANK: HAIDA SKIRL 8"<br>STAINED WOOD COLOR SIDING, WOOD<br>SOURCE HEWN & WAVY EDGE OR SIMILAR |  |



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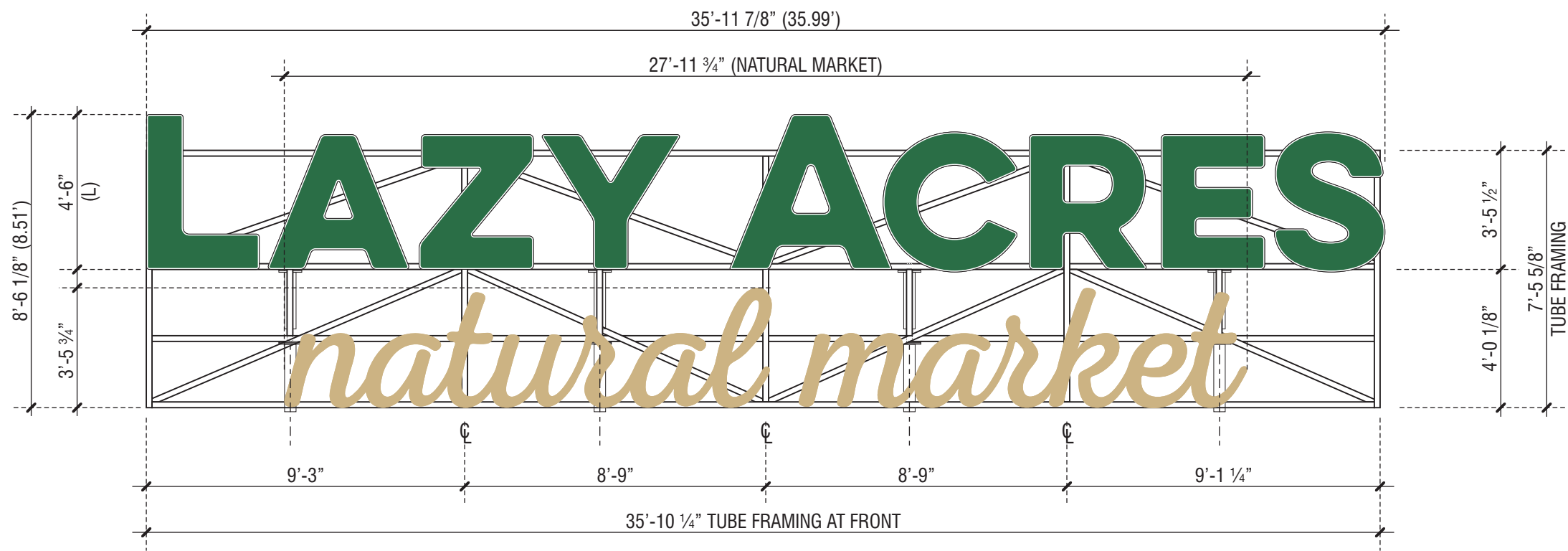
1 NORTH ELEVATION - PROPOSED FACE LIT CHANNEL LETTERS MOUNTED ON STEEL FRAME SUPPORT

SCALE: 3/16" = 1'-0"

ON ARTESIA LOOKING EAST #4

INTERPRETATION OF CITY CODE





**A**

**FACE LIT CHANNEL LETTERS MOUNTED ON TUBE FRAMING SUPPORT**

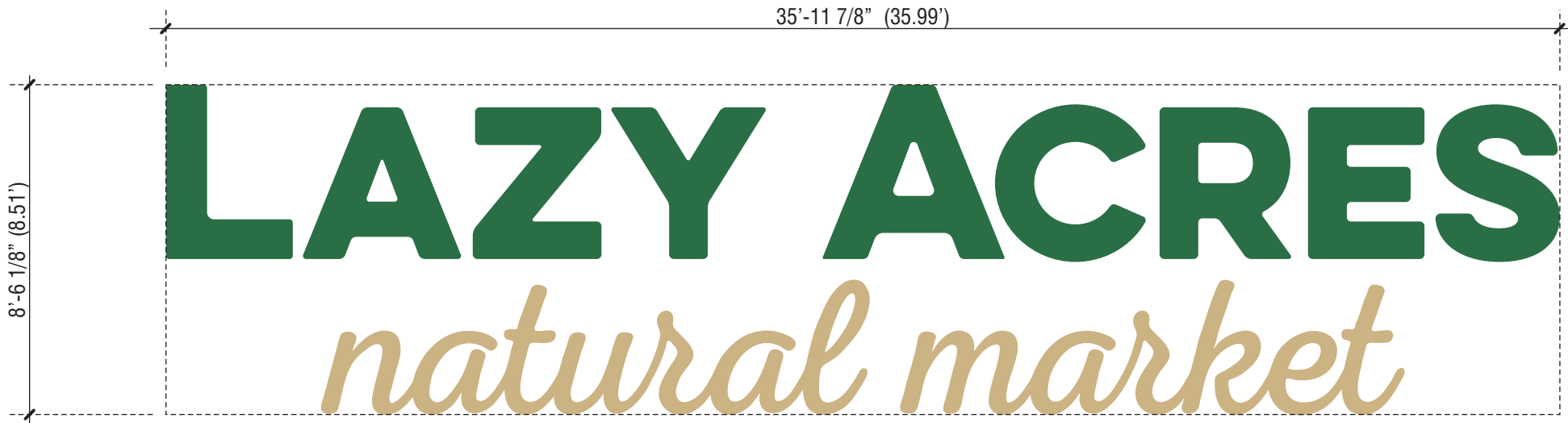
**QUANTITY: ONE (1) SET REQUIRED**

**SCALE: 1/4" = 1'-0"**

**SPECIFICATIONS:**

LETTERS:	SINGLE FACE INTERIOR ILLUMINATED CHANNEL LETTERS	FRAME STRUCTURE:	HSS 2"X 2"X 3/16" STEEL SQUARE TUBE PAINTED TO MATCH MATTHEWS PAINT BRUSHED ALUMINUM FINISH
FACES (LAZY ACRES) :	#7328 WHITE ACRYLIC PLASTIC WITH 3M #3630-26 GREEN VINYL OVERLAY, WEEDED OUT FOR SHOW THRU 1/2" WIDE WHITE BORDERS	FRAME SUPPORT:	HSS 4"X 4"X 1/4" STEEL SQUARE TUBE & 8"X 8"X 1/2" STEEL MATCHING PLATE, PAINTED TO MATCH MATTHEWS PAINT BRUSHED ALUMINUM FINISH
FACES (NATURAL MARKET):	#7328 WHITE ACRYLIC PLASTIC WITH 3M #3630-149 LIGHT BEIGE VINYL OVERLAY	ILLUMINATION:	WHITE LEDs WITH REMOTE POWER SUPPLIES IN POWER SUPPLY BOXES AT BACK OF LETTERS
TRIMCAPS (LAZY ACRES):	1" GREEN TRIMCAPS PAINTED TO MATCH PMS #349 GREEN		
TRIMCAPS (NATURAL MARKET):	3/4" BROWN TRIMCAPS PAINTED TO MATCH PMS #4625C DARK BROWN		
RETURNS & BACKS (LAZY ACRES):	5" PAINTED TO MATCH PMS #349 GREEN		
RETURNS & BACKS (NATURAL MARKET):	5" PAINTED TO MATCH PMS #4625C DARK BROWN		

**NOTE:** DIMENSIONS OKAY PER JOB CHECK



**\*Marquee sign**  
**Sign A = 306.27 sq. ft.**

**1** **SQUARE FOOTAGE LAYOUT**  
**SCALE: 1/4" = 1'-0"**

**TOTAL SQUARE FEET: 306.27**

**INTERPRETATION OF CITY CODE**



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1700 West Anaheim Street  
Long Beach, California  
90813-1195  
Phone: 562.495.3808  
Facsimile: 562.435.1867

www.superiorsigns.com

Project:  
**LAZY ACRES**

Address:  
**2510 Pacific Coast Highway  
Hermosa Beach, CA 90254**

Account Manager:  
**TIM PITTS**

Designer:  
**PI 10.00**

Scale: **AS NOTED**

Design No.: **15-11-1019-25**

Date: **11.30.15**

Reg. No.: **227080**

Revisions:  
R14 (dk) 5/15/18 Remove Hope Chapel and banners (.50)  
R18 (mh) 6/11/18 change colors (1.0)  
R19 (mdm) 6/19/18 change sign A to single pole design (2.50)  
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R22 (pl) 8/1/18 rev. per city comments (6.00)  
R24 (pl) 8/15/18 rev. Sign C & D (6.00)  
R25 (pl) 8/21/18 rev. Signs C & D w/ new requirement (6.00)

**• APPROVALS •**

**FOR JOB CHECK DATE**

Acct. Mgr.

**FOR CONSTRUCTION DATE**

Acct. Mgr.

Design

Production

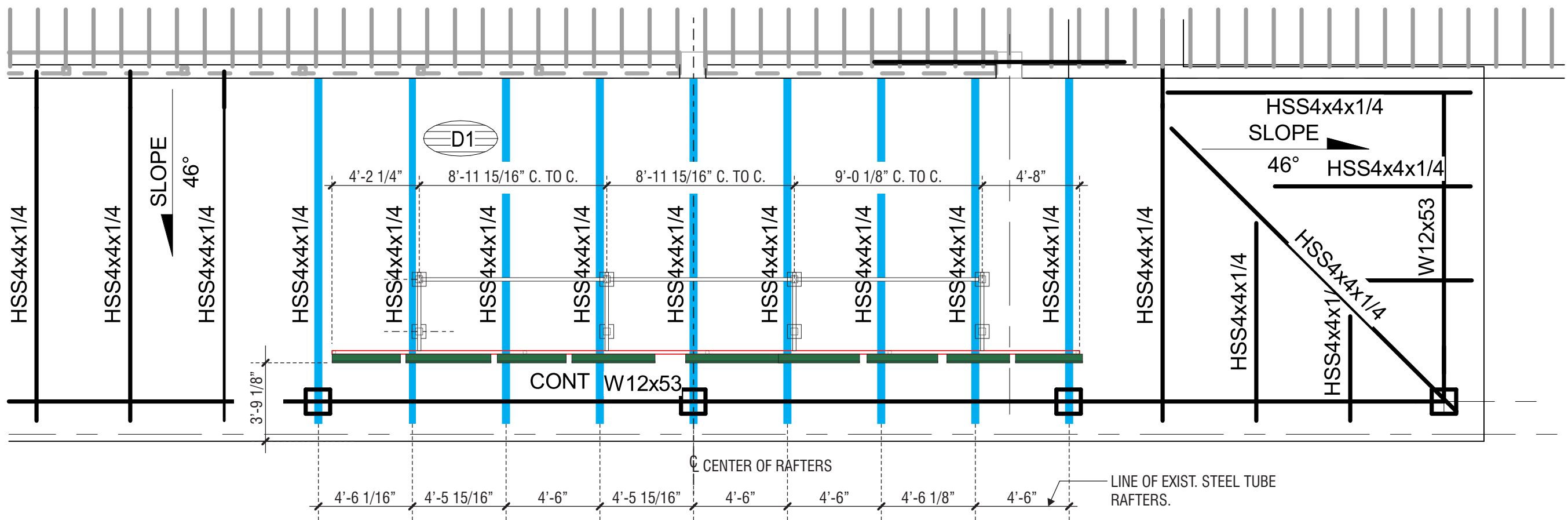
**FOR INSTALL ONLY DATE**

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Page: 06 Of: 21

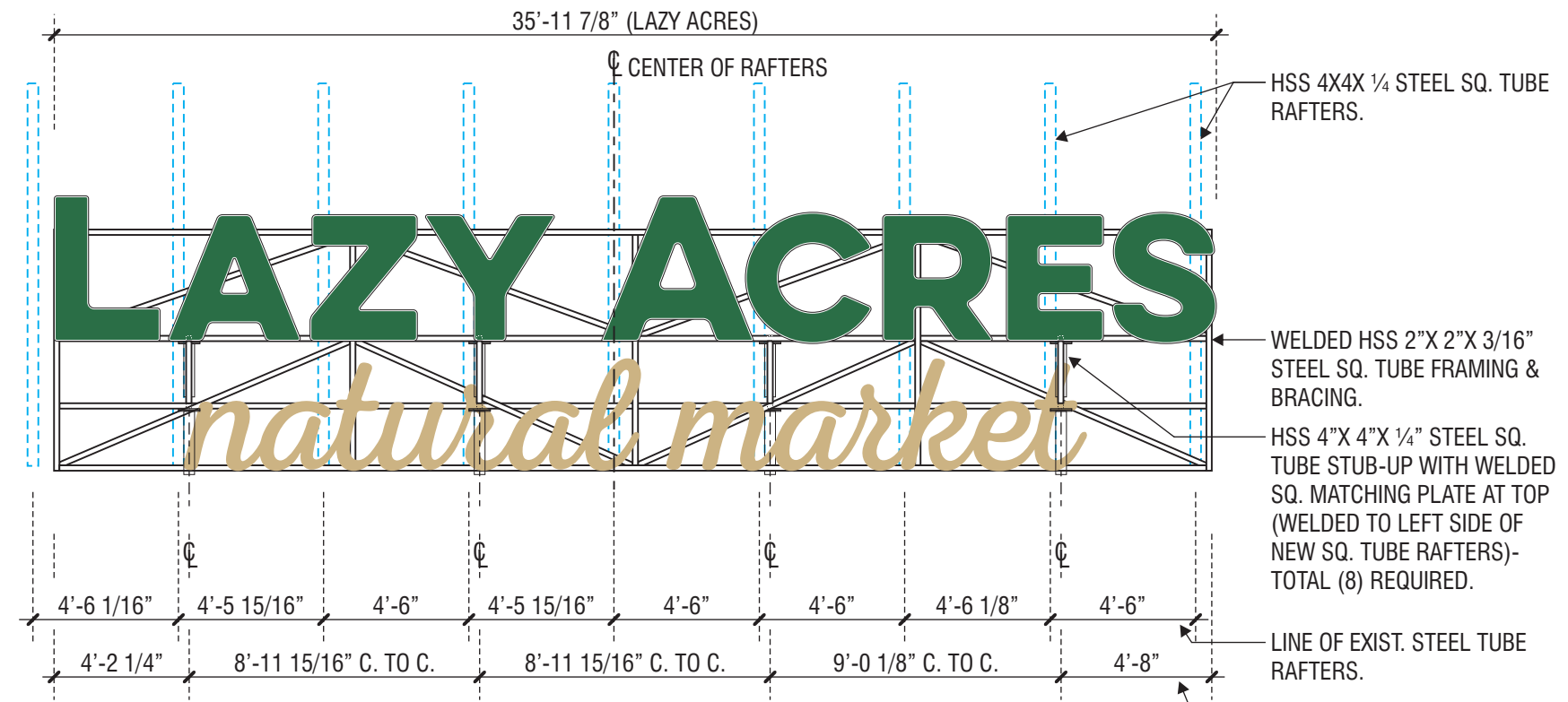
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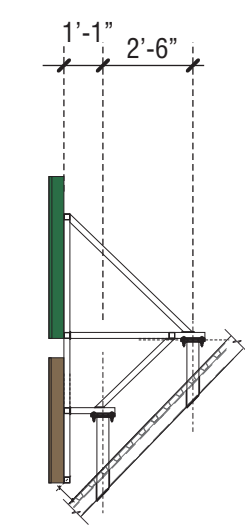


1 STEEL TUBE RAFTERS LAYOUT (PLAN VIEW)  
SCALE: 3/16" = 1'-0"

LITTLE DIVERSIFIED ARCH CONSULTING STRUCT REVISION 2 PAGE S102



2 STEEL SQUARE RAFTERS LAYOUT (FRONT VIEW)  
SCALE: 3/16" = 1'-0"



3 RIGHT SIDE ELEVATION  
SCALE: 3/16" = 1'-0"

\*Marquee sign  
- Sign A

INTERPRETATION OF CITY CODE



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Page: 07 Of: 21

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AT TOWER SEC. 17.46.010)  
+43'-0" (225.50) FROM HT. CALCULATION

+38'-0" (220.72) TOWER PEAK AFF

+34'-9" ABOVE EXISTING FF.  
(217.50) (35' MAX. HT. FROM  
HT. CALCULATION)  
+31'-0"

+26'-6"  
T.O. AWNING

+25'-3"  
T.O. PARAPET

+13'-0"

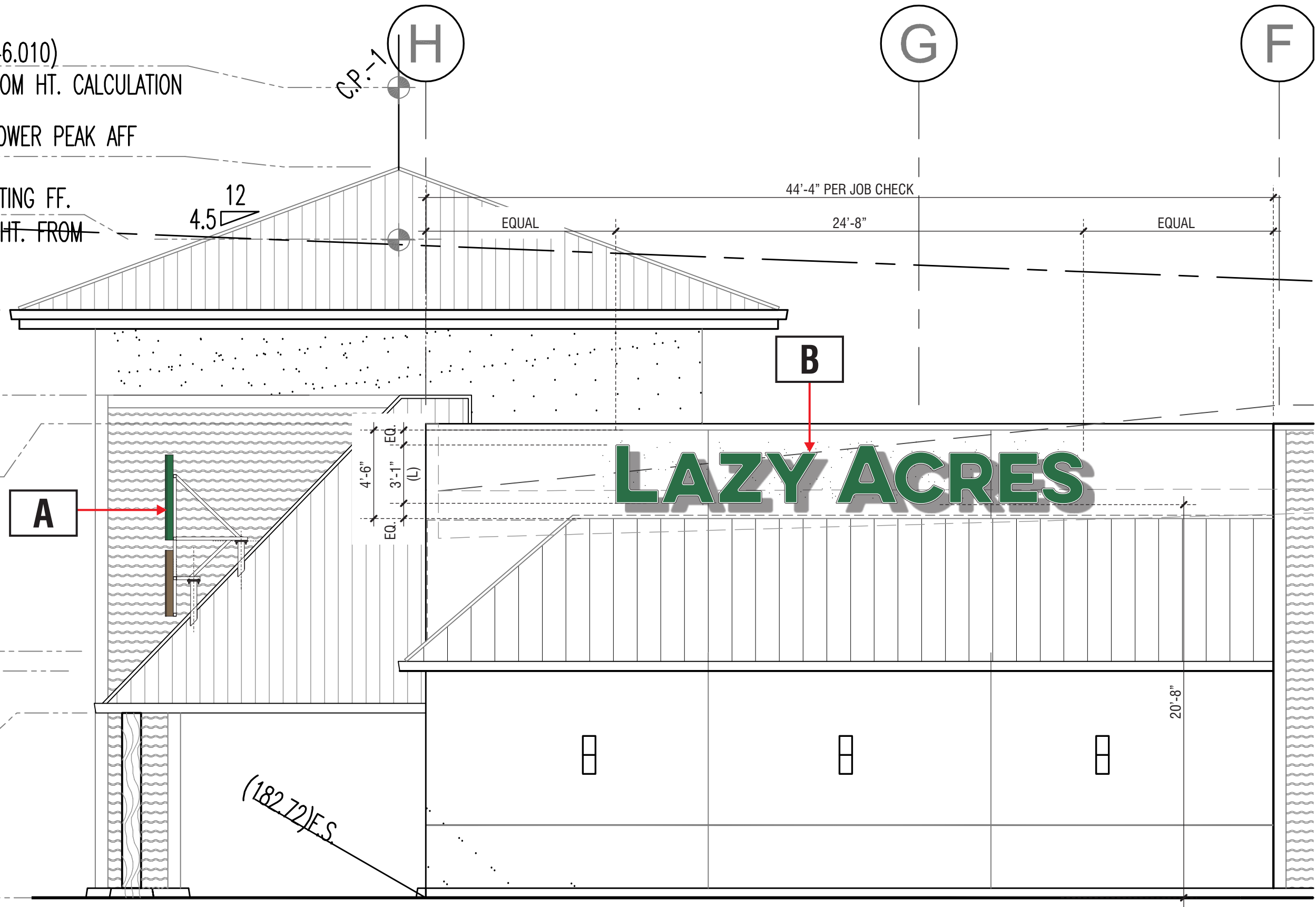
+12'-0"

B.O. CANOPY

+9'-6" B.O.  
CANOPY & STL.

0'-0"

FINISHED FLOOR



**1** WEST ELEVATION - PROPOSED FACE LIT CHANNEL LETTERS MOUNTED ON WALL  
SCALE: 3/16" = 1'-0"

**\*Wall sign**

## INTERPRETATION OF CITY CODE



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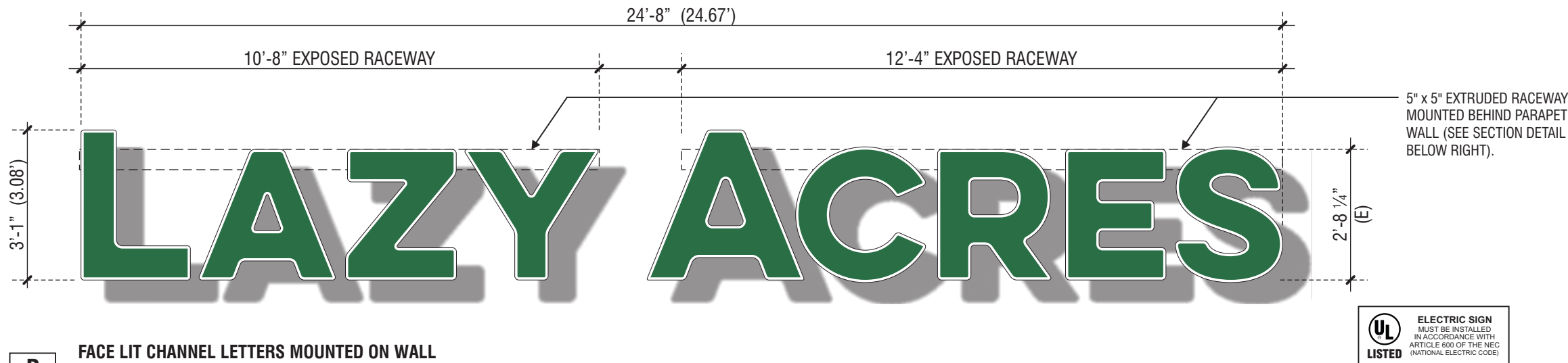
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Page: 08 Of: 21

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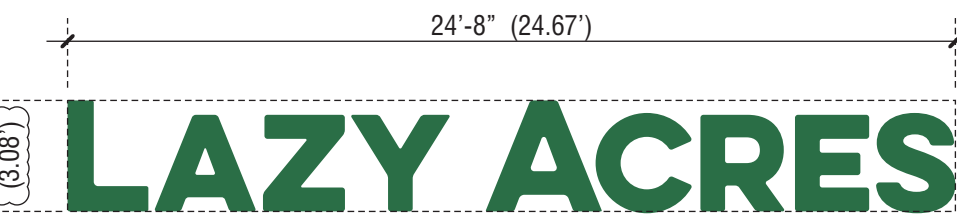
## B FACE LIT CHANNEL LETTERS MOUNTED ON WALL

QUANTITY: ONE (1) SET REQUIRED

### SPECIFICATIONS:

LETTERS: SINGLE FACE INTERIOR ILLUMINATED CHANNEL LETTERS  
FACES (LAZY ACRES) : #7328 WHITE ACRYLIC PLASTIC WITH 3M #3630-26 GREEN VINYL OVERLAY, WEEDED OUT FOR SHOW THRU 1/2" WIDE WHITE BORDERS  
RETURNS (LAZY ACRES): 5" PAINTED TO MATCH PMS #349 GREEN  
ILLUMINATION: WHITE LEDs WITH POWER SUPPLIES INSIDE OF RACEWAY  
EXPOSED RACEWAY: 5" X 5" ALUMINUM EXTRUDED RACEWAY. PAINTED WHITE

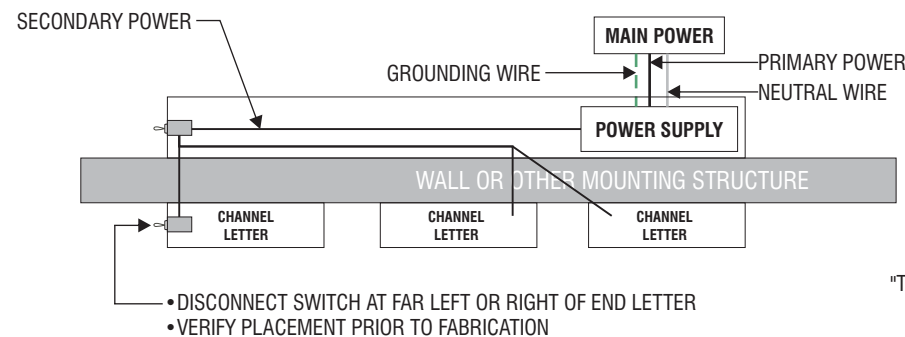
NOTE: DIMENSIONS OKAY PER JOB CHECK



1 SQUARE FOOTAGE LAYOUT TOTAL SQUARE FEET: 75.98  
SCALE: 3/16" = 1'-0"

\*Wall sign  
Sign B = 75.98 sq. ft.

PLEASE REFER TO THE NUMBERED ITEMS BELOW FOR INCORPORATED INSTALL INSTRUCTIONS. LISTED INSTRUCTIONS TO BE FOUND WITH ACTUAL SIGNAGE (NUMBERED ITEMS CORRESPOND TO SECTION DETAIL)	
ITEM #	DESCRIPTION
1	CHANNEL LETTERS
2	DISCONNECT SWITCH
3	THREADED NIPPLE AND COUPLING (FLEX CONNECTOR)
4	CLASS 2 LOW VOLTAGE WIRING (NO CONDUIT REQUIRED)
5	RACEWAY
6	POWER SUPPLY
7	FLEX (FLEXIBLE CONDUIT) / LIQUID TIGHT CONNECTIONS



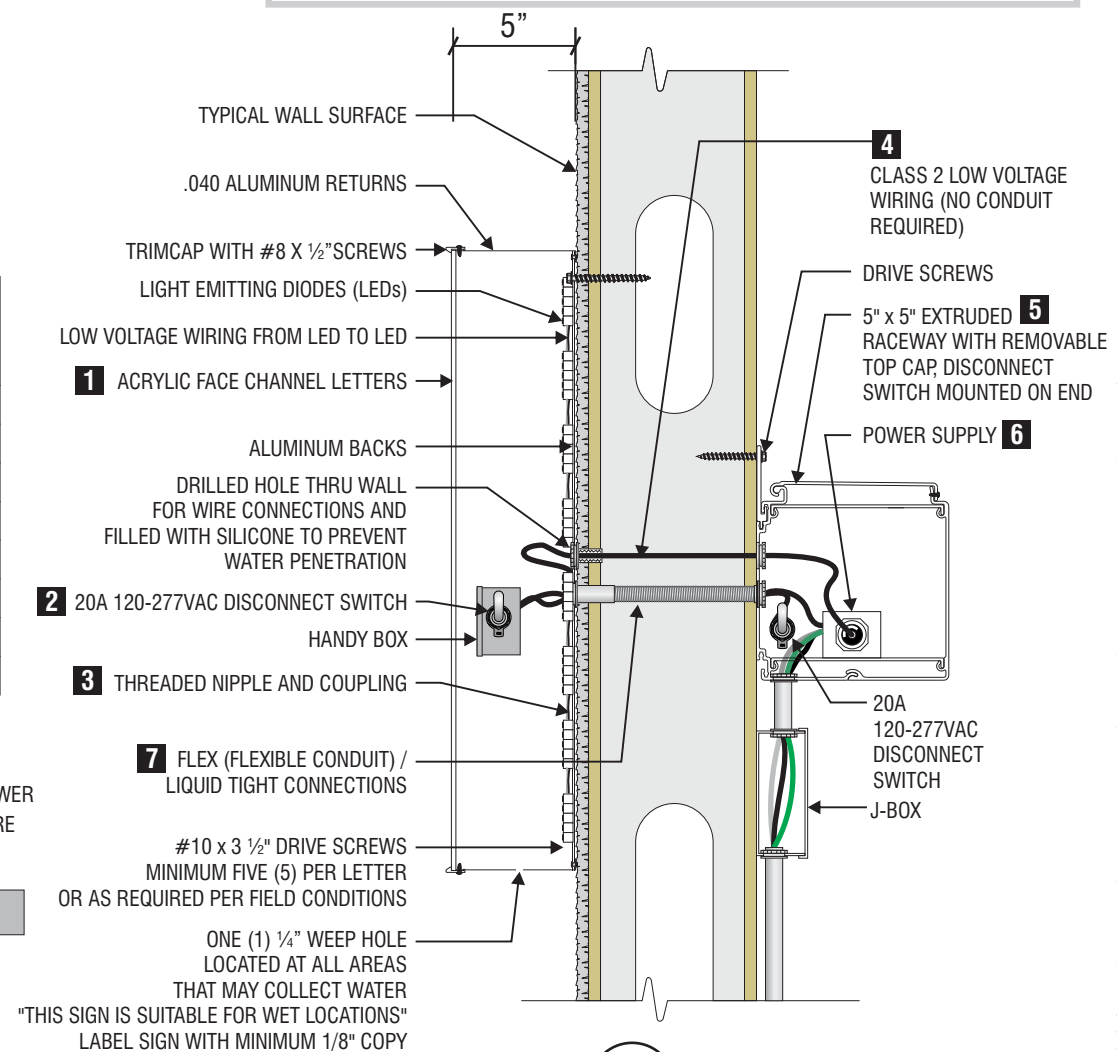
2 LETTER LAYOUT - PLAN VIEW  
NOT TO SCALE

SCALE: 3/8" = 1'-0"

### Note to All Contractors

#### 120 Sign Voltage

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All wall penetrations to be sealed with UL Listed silicone sealant.



1 TYPICAL SECTION DETAIL  
SCALE: NTS

INTERPRETATION OF CITY CODE



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TIM PITTS

Designer:  
PI 10.00

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Production

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Page: 09 Of: 21

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Acct. Mgr.

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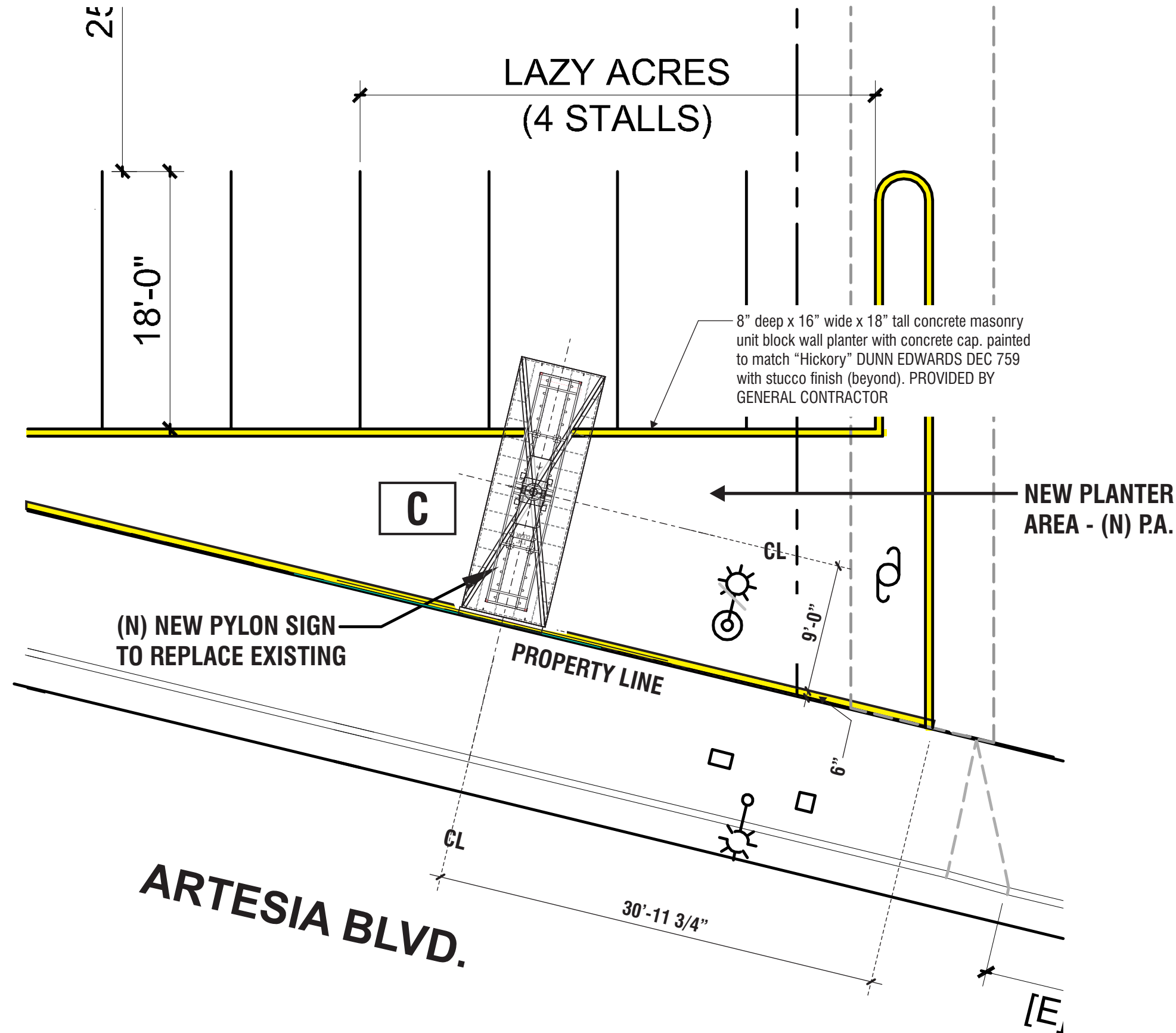
**FOR INSTALL ONLY** **DATE**

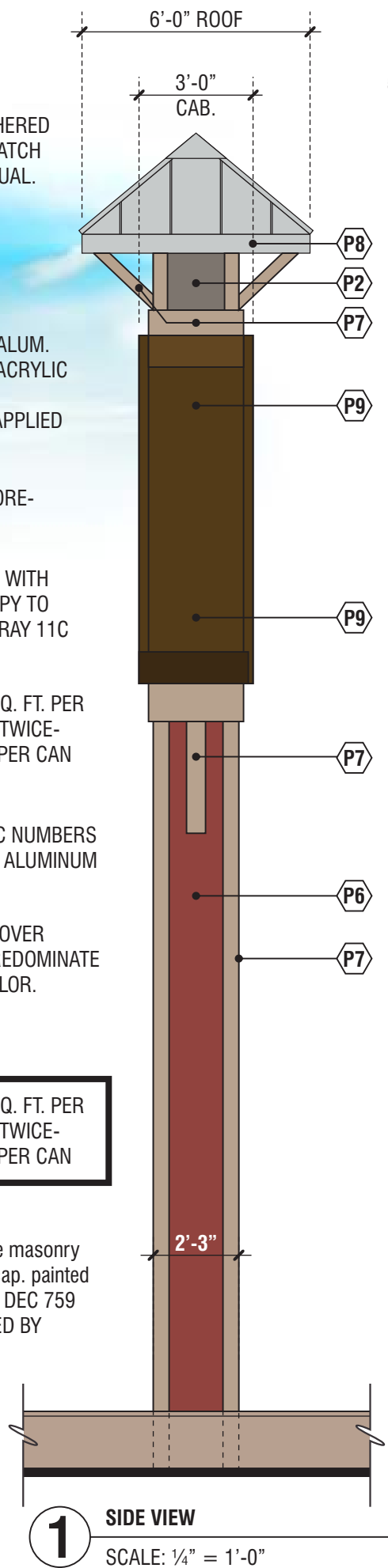
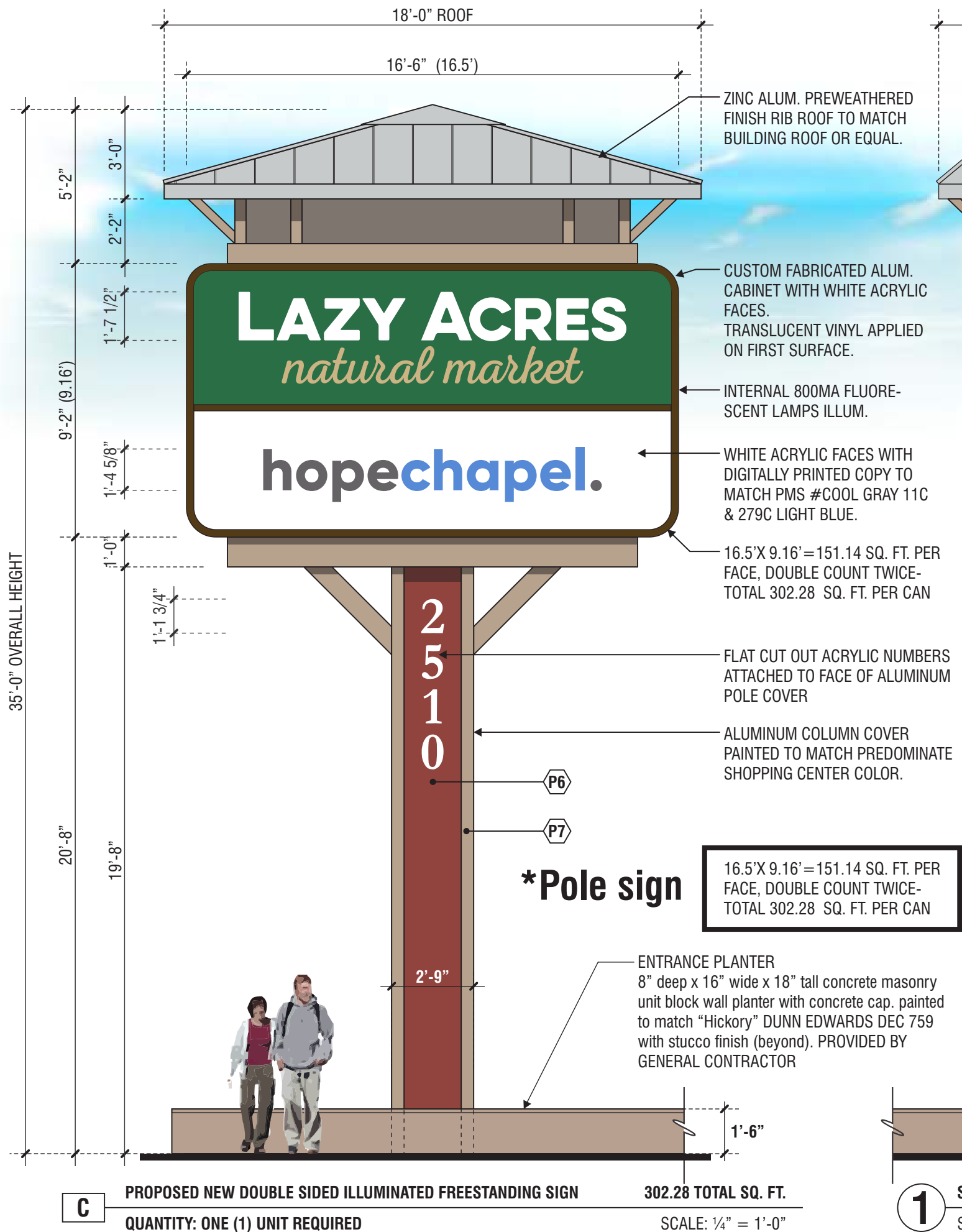
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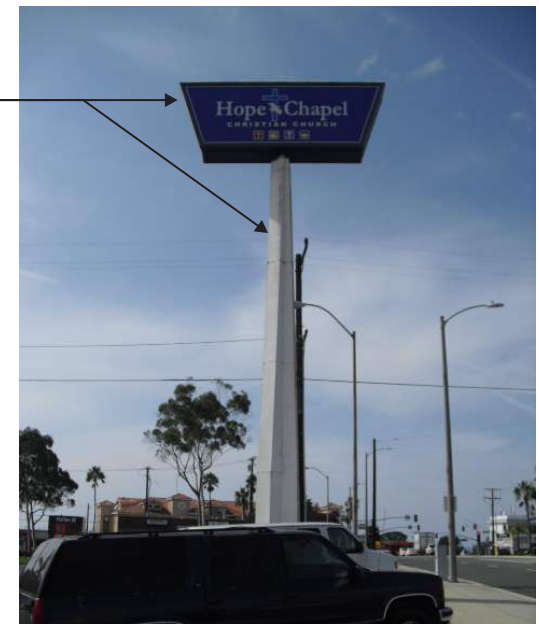
REMOVE AND DISPOSE EXISTING 50'-0" DOUBLE SIDED FLUORESCENT ILLUMINATED PYLON SIGN.

**COLOR SCHEDULE**

P1	BM 1549 Balboa Mist
P2	BM HC-78 Litchfield Gray
P3	BM 1553 Equestrian Gray
P4	BM 2022-40 Banana Yellow
P5	DE 6214 Pigeon Grey
P6	DE 423 Red Craft
P7	DE C759 Hickory
P8	SW 7071 Gray Screen
P9	PMS 4625C Dark Brown

**Specifications:**

Cabinet:	One (1) double sided fl. illuminated cabinet
Faces (Lazy Acres):	#7328 white acrylic plastic with 3m #3630-76 holly green vinyl overlay. weeded out for show thru white letters & borders
Letters (Natural Market):	3M #3630-149 light beige vinyl overlay
Faces (hopechapel):	#7328 white acrylic plastic with digitally printed copy to match PMS #cool gray 11c & 279c light blue
Retainers:	1/8" x 3" alum. painted color (refer color schedule)
Returns:	1/8" x 3'-0" deep alum. painted color (refer color schedule)
Roof cover:	1 1/2" zinc standing seam roof by "vmz quartz-zinc plus 0.7 mm; by vm zinc, vmzinc-usa.com
Roof cover (hip & dome cover):	zinc alum. preweathered finish rib roof to match building roof or equal
Illumination:	T12 CW/HO 800MA fluorescent lamps



**2 EXISTING FREESTANDGIN SIGN**

ARTESIA BLVD. SCALE: NTS



**3 CLOSED UP VIEW (ARTESIA BLVD)**

SCALE: NTS

  
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Project:  
**LAZY ACRES**

Address:  
**2510 Pacific Coast Highway  
Hermosa Beach, CA 90254**

Account Manager:	<b>TIM PITTS</b>
Designer:	<b>PI 10.00</b>
Scale:	<b>AS NOTED</b>
Design No.:	<b>15-11-1019-25</b>
Date:	<b>11.30.15</b>
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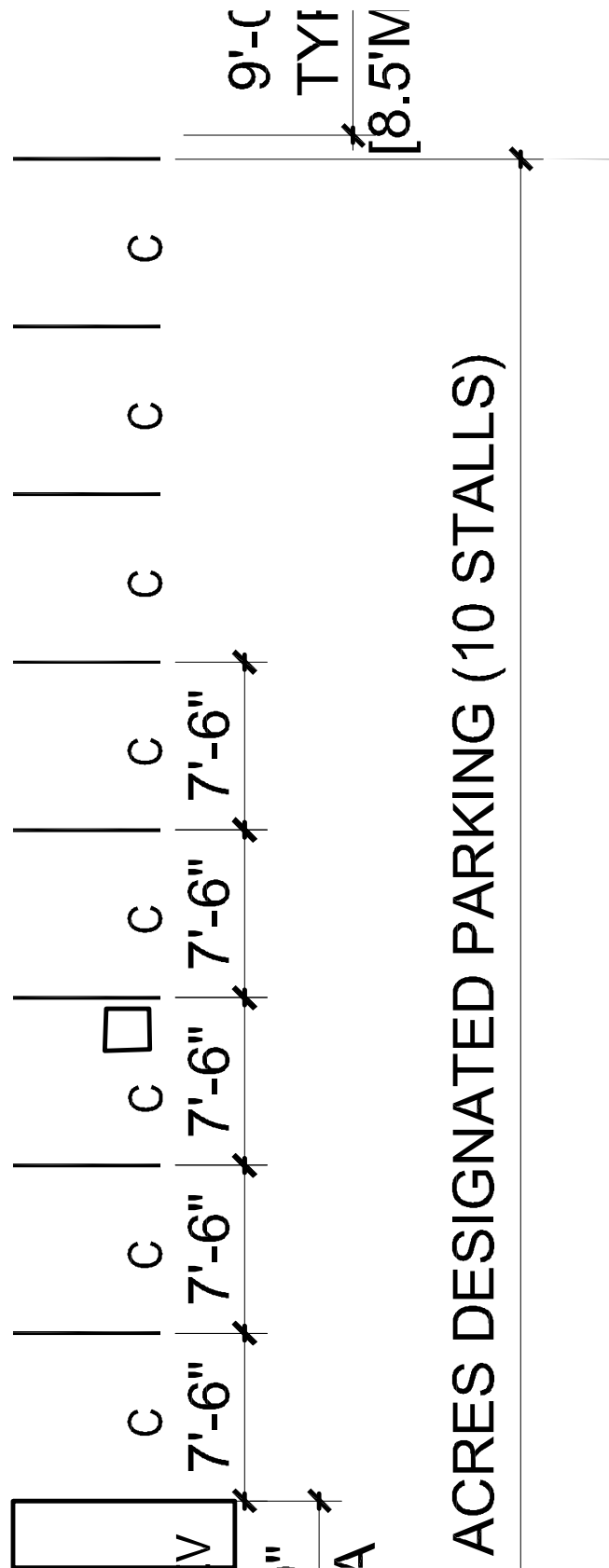
Revisions:  
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Acct. Mgr.	
FOR CONSTRUCTION	DATE
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FOR INSTALL ONLY	DATE
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Page: 11	Of: 21

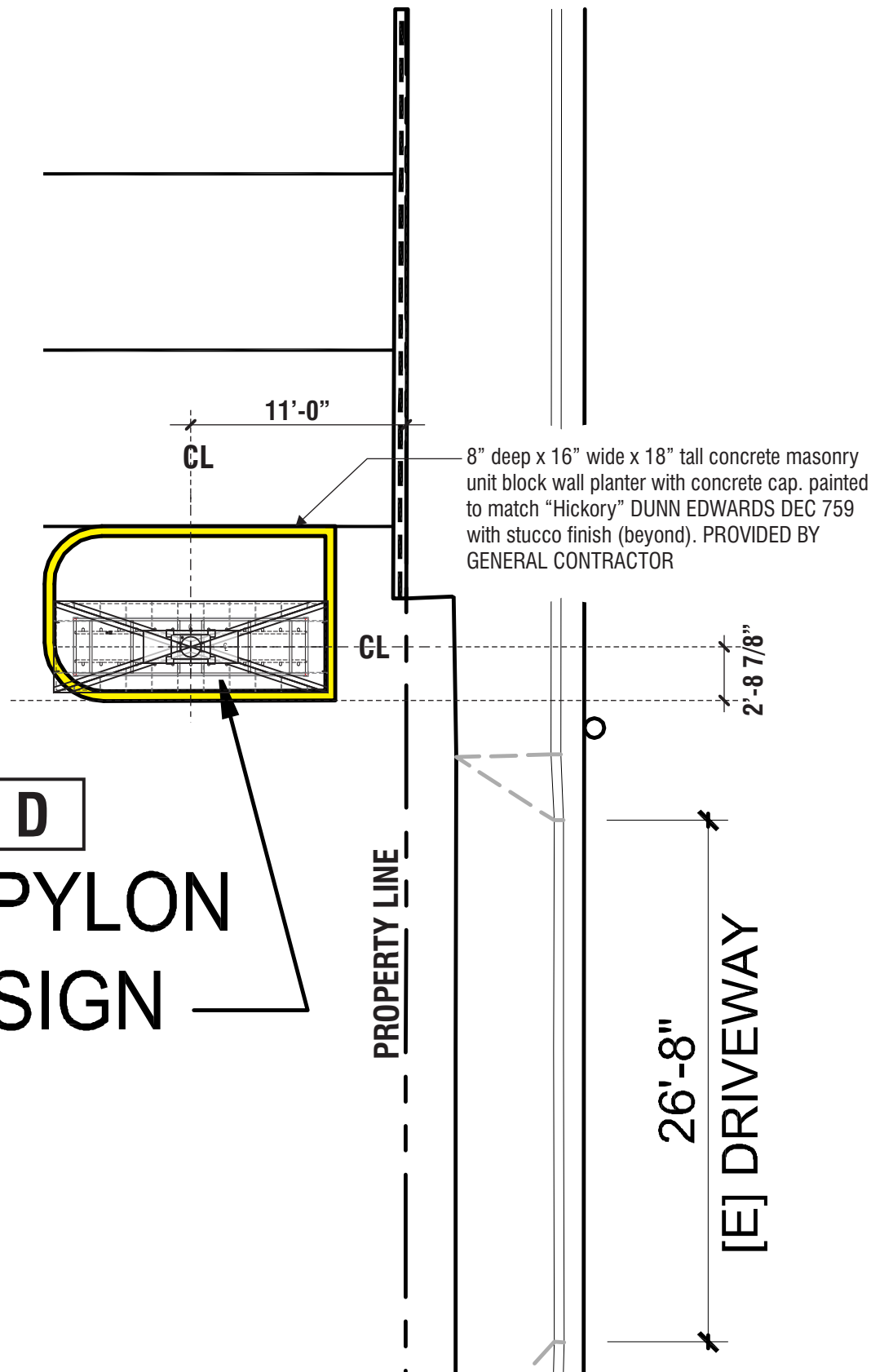
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**CITY VARIANCE**



**D**  
**PYLON  
SIGN**



# PACIFIC COAST HIGHWAY



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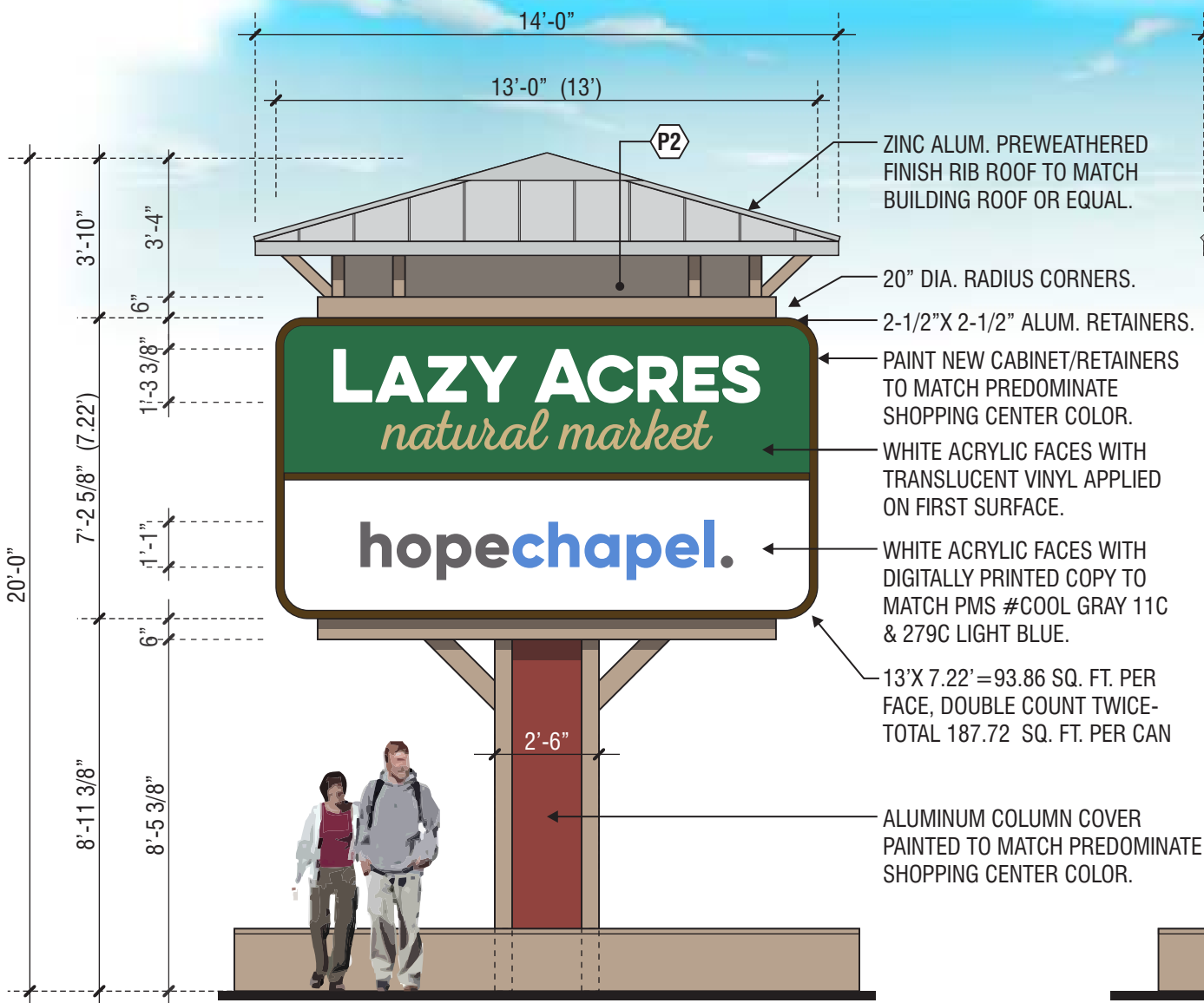
Specifications:

Cabinet: One (1) double sided fl. illuminated cabinet  
Faces (Lazy Acres): #7328 white acrylic plastic with 3m #3630-76 holly green vinyl overlay. weeded out for show thru white letters & borders  
Letters (Natural Market): 3M #3630-149 light beige vinyl overlay  
  
Faces (hopechapel): #7328 white acrylic plastic with digitally printed copy to match PMS #cool gray 11c & 279c light blue  
Retainers: 1/8" x 2 1/2" alum. painted color (refer color schedule)  
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Roof cover: 1 1/2" zinc standing seam roof by "vmz quartz-zinc plus 0.7 mm; by vm zinc, vmzinc-usa.com  
zinc alum. preweathered finish rib roof to match building roof or equal  
Roof cover (hip & dome cover): same material as roof cover  
Illumination: T12 CW/HO 800MA fluorescent lamps

\*Pole sign

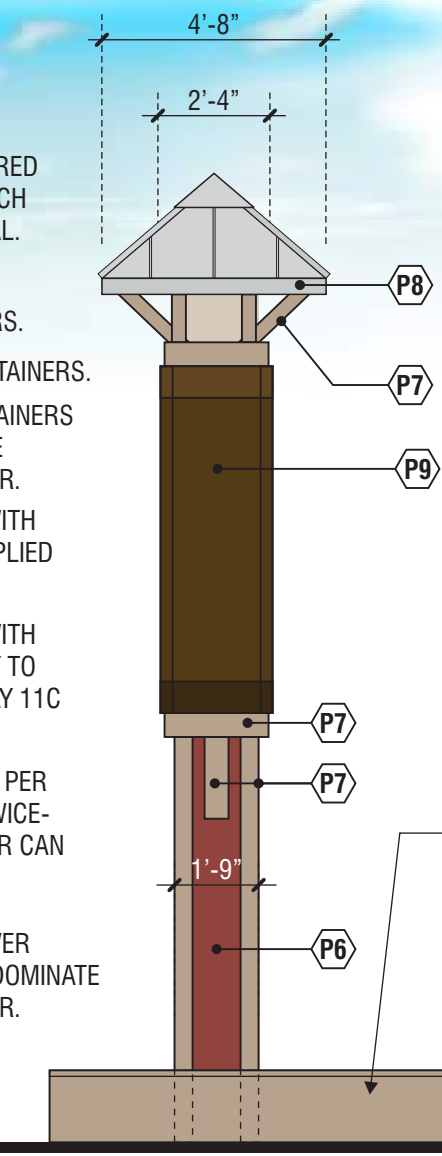
13'X 7.22' = 93.86 SQ. FT. PER FACE, DOUBLE COUNT TWICE-TOTAL 187.72 SQ. FT. PER CAN



COLOR SCHEDULE

- P1 BM 1549 Balboa Mist
- P2 BM HC-78 Litchfield Gray
- P3 BM 1553 Equestrian Gray
- P4 BM 2022-40 Banana Yellow
- P5 DE 6214 Pigeon Grey
- P6 DE 423 Red Craft
- P7 DE C759 Hickory
- P8 SW 7071 Gray Screen
- P9 PMS 4625C Dark Brown

ENTRANCE PLANTER  
8" deep x 16" wide x 18" tall concrete masonry unit block wall planter with concrete cap. painted to match "Hickory" DUNN EDWARDS DEC 759 with stucco finish (beyond). PROVIDED BY GENERAL CONTRACTOR



2 EXISTING FREESTANDING SIGN (PCH)  
SCALE: NTS



3 CLOSED UP VIEW  
SCALE: NTS

REMOVE AND DISPOSE EXISTING  
25'-5" TALL DOUBLE SIDED  
FLUORESCENT ILLUMINATED  
PYLON SIGN



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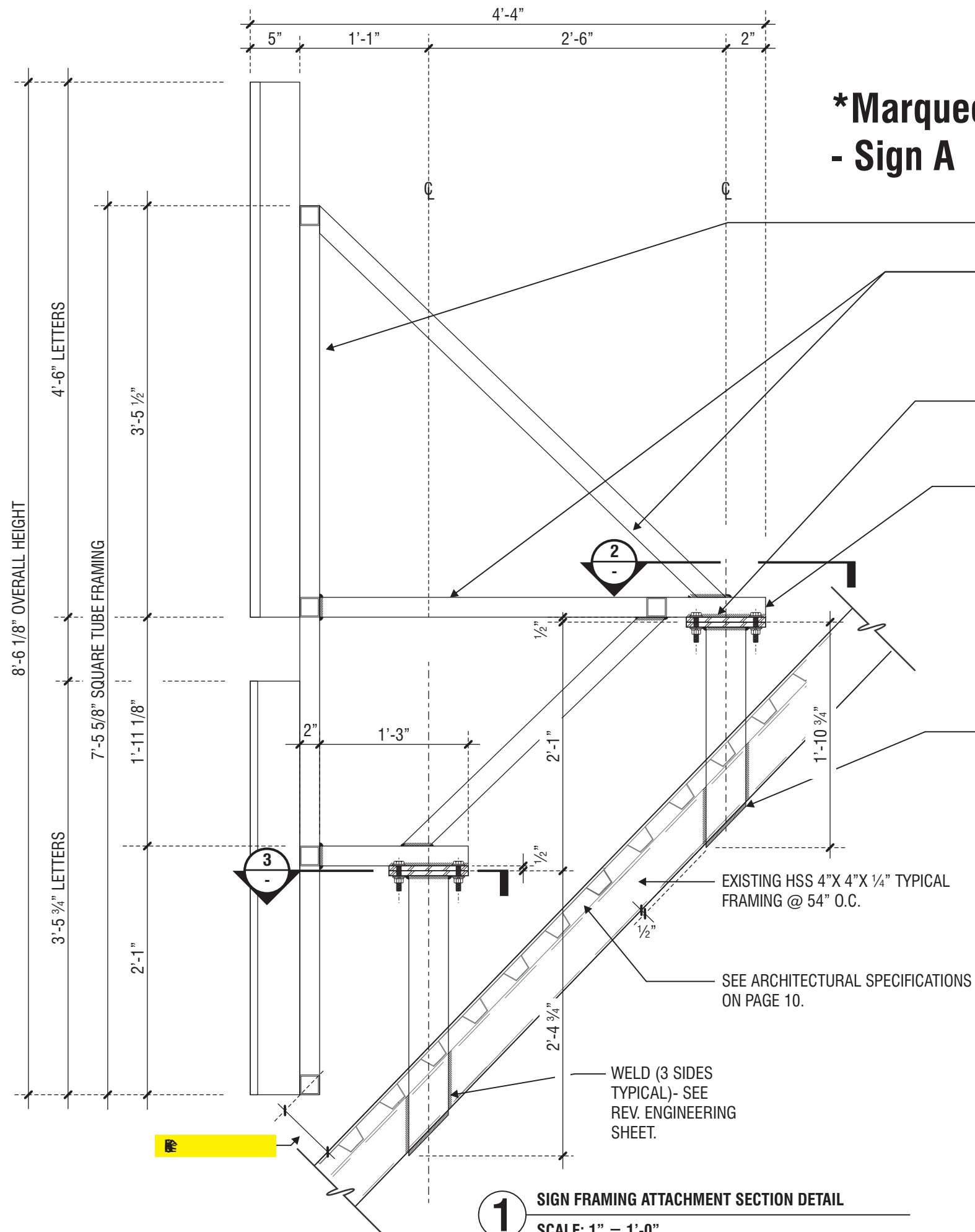
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D SIGN ELEVATION / DOUBLE SIDED ILLUMINATED FREESTANDING SIGN 187.72 TOTAL SQ. FT.  
QUANTITY: ONE (1) SIGN REQUIRED SCALE: 1/4" = 1'-0"

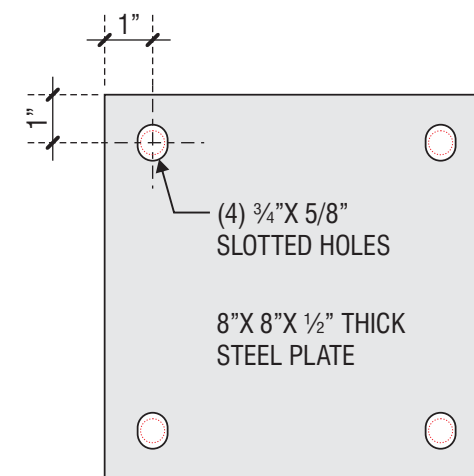
1 RIGHT SIDE ELEVATION  
SCALE: 1/4" = 1'-0"

CITY VARIANCE



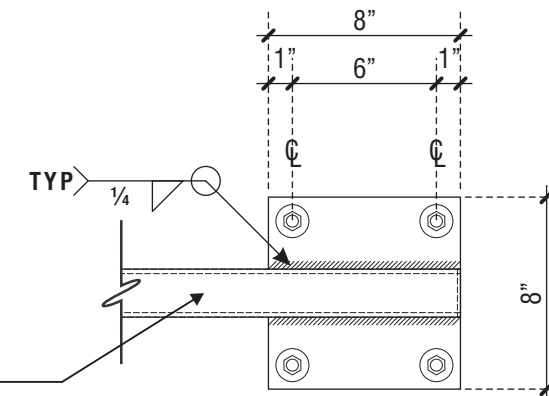


**1** SIGN FRAMING ATTACHMENT SECTION DETAIL  
SCALE: 1" = 1'-0"

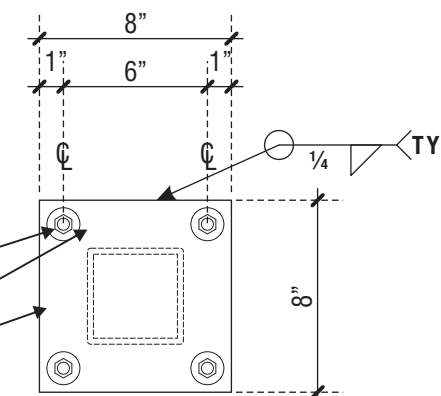


**5** TYPICAL MATCHING PLATE DETAIL  
SCALE: 3" = 1'-0"

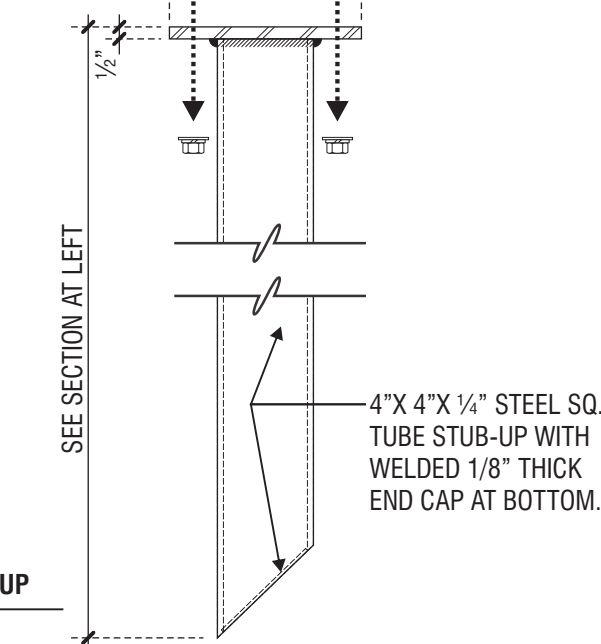
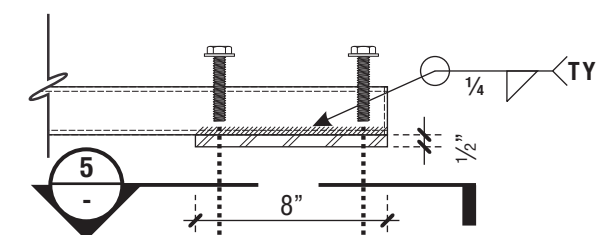
**4** TYPICAL STEEL TUBE STUB-UP  
SCALE: 1 1/2" = 1'-0"



**2** MOUNTING PLATE DETAIL  
SCALE: 1 1/2" = 1'-0"



**3** MOUNTING PLATE DETAIL  
SCALE: 1 1/2" = 1'-0"



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Long Beach, California  
90813-1195  
Phone: 562.495.3808  
Facsimile: 562.435.1867

www.superiorsigns.com

Project:  
**LAZY ACRES**

Address:  
**2510 Pacific Coast Highway  
Hermosa Beach, CA 90254**

Account Manager:  
**TIM PITTS**

Designer:  
**PI 10.00**

Scale: **AS NOTED**

Design No.: **15-11-1019-25**

Date: **11.30.15**

Reg. No.: **227080**

Revisions:  
R14 (dk) 5/15/18 Remove Hope Chapel and banners (.50)  
R18 (mh) 6/11/18 change colors (1.0)  
R19 (mdm) 6/19/18 change sign A to single pole design (2.50)  
R20 (pl) 7/23/18 rev. per city comments (6.00)  
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**• APPROVALS •**

**FOR JOB CHECK DATE**

Acct. Mgr.

**FOR CONSTRUCTION DATE**

Acct. Mgr.

Design

Production

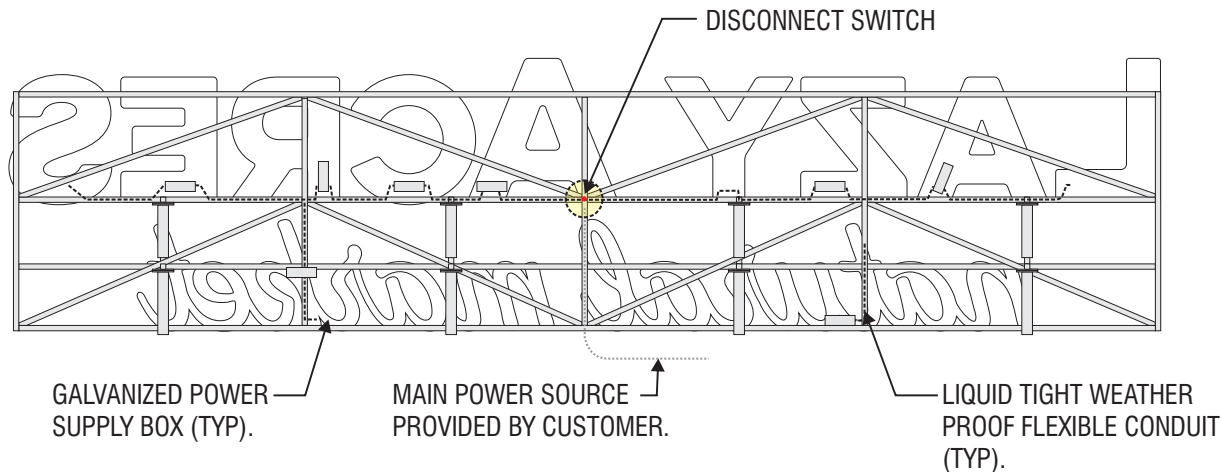
**FOR INSTALL ONLY DATE**

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Page: 14 Of: 21

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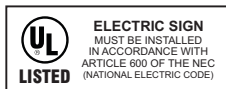
Note: The Colors depicted here are a graphic representation. Actual colors may vary. See color specifications.



1 REAR ELEVATION  
SCALE: 1/8" = 1'-0"

\*Marquee sign  
- Sign A

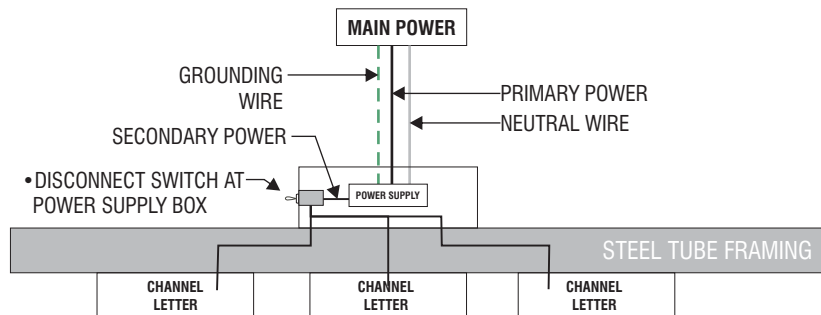
PLEASE REFER TO THE NUMBERED ITEMS BELOW FOR INCORPORATED INSTALL INSTRUCTIONS. LISTED INSTRUCTIONS TO BE FOUND WITH ACTUAL SIGNAGE (NUMBERED ITEMS CORRESPOND TO SECTION DETAIL)	
ITEM #	DESCRIPTION
1	CHANNEL LETTERS
2	DISCONNECT SWITCH
3	THREADED NIPPLE AND COUPLING (FLEX CONNECTOR)
4	CLASS 2 LOW VOLTAGE WIRING (NO CONDUIT REQUIRED)
5	RACEWAY
6	POWER SUPPLY



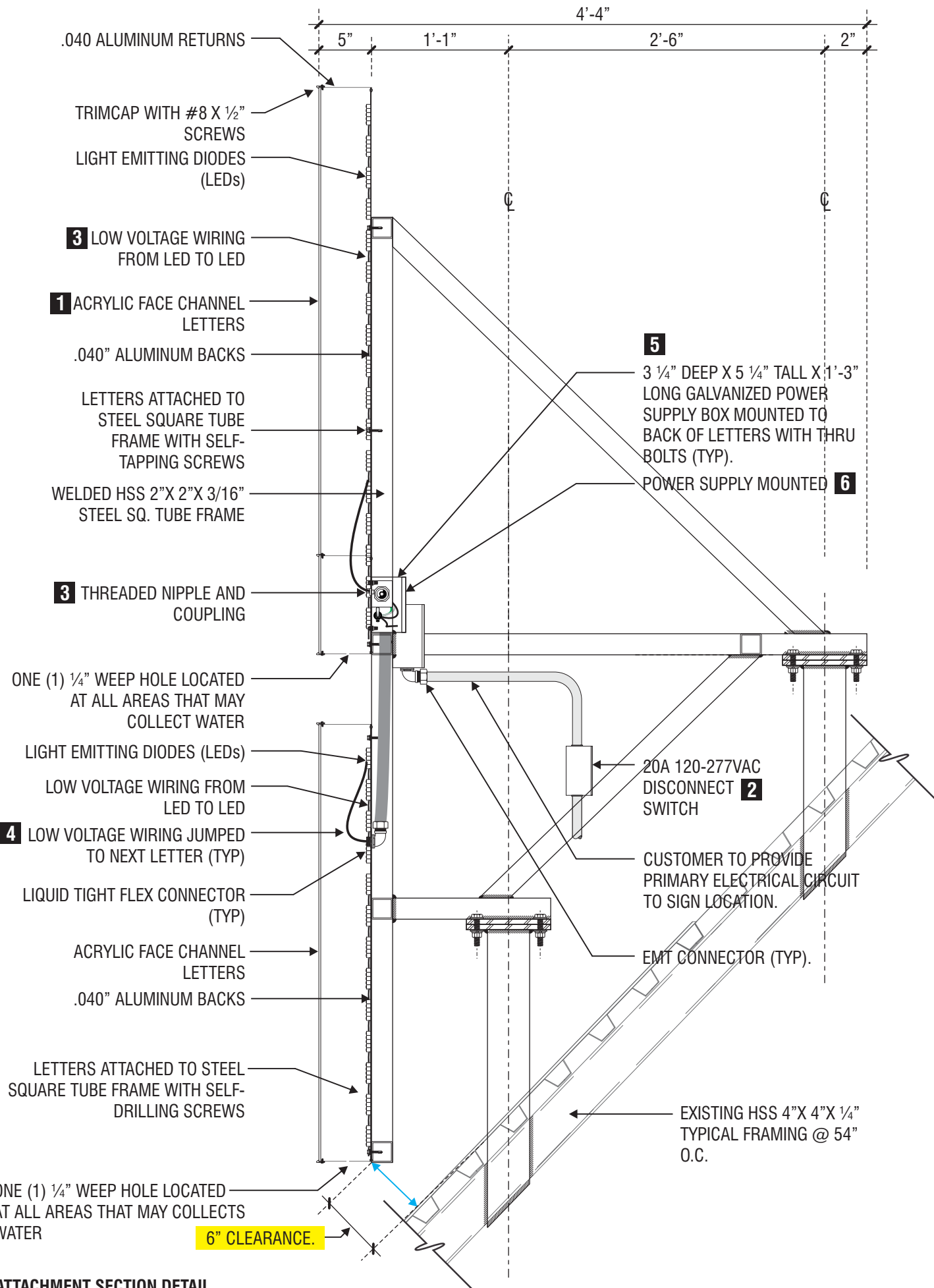
Note to All Contractors

120 Sign Voltage

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All wall penetrations to be sealed with UL Listed silicone sealant.



3 LETTER LAYOUT - PLAN VIEW  
NOT TO SCALE



2 LETTERS ATTACHMENT SECTION DETAIL  
SCALE: 1" = 1'-0"



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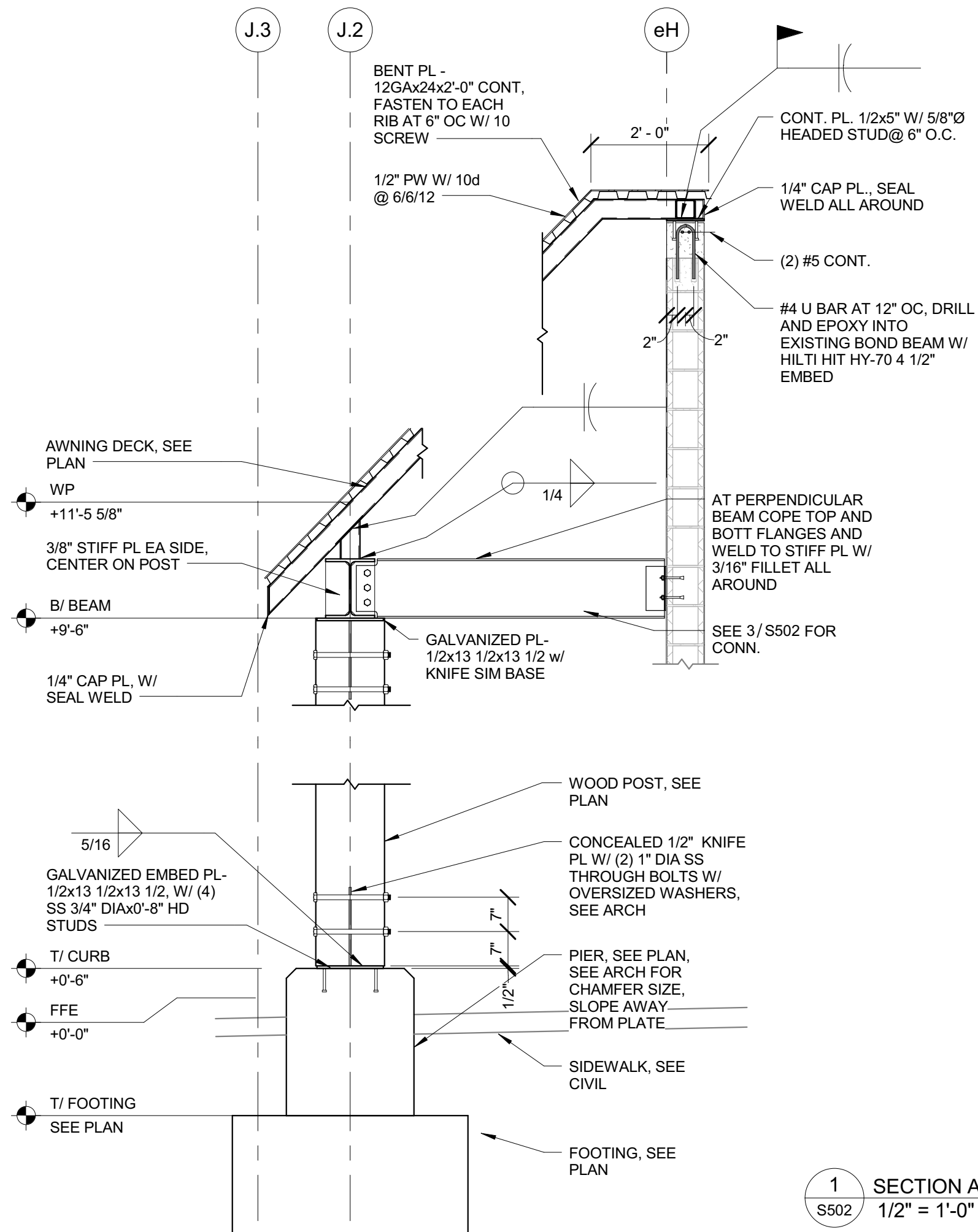
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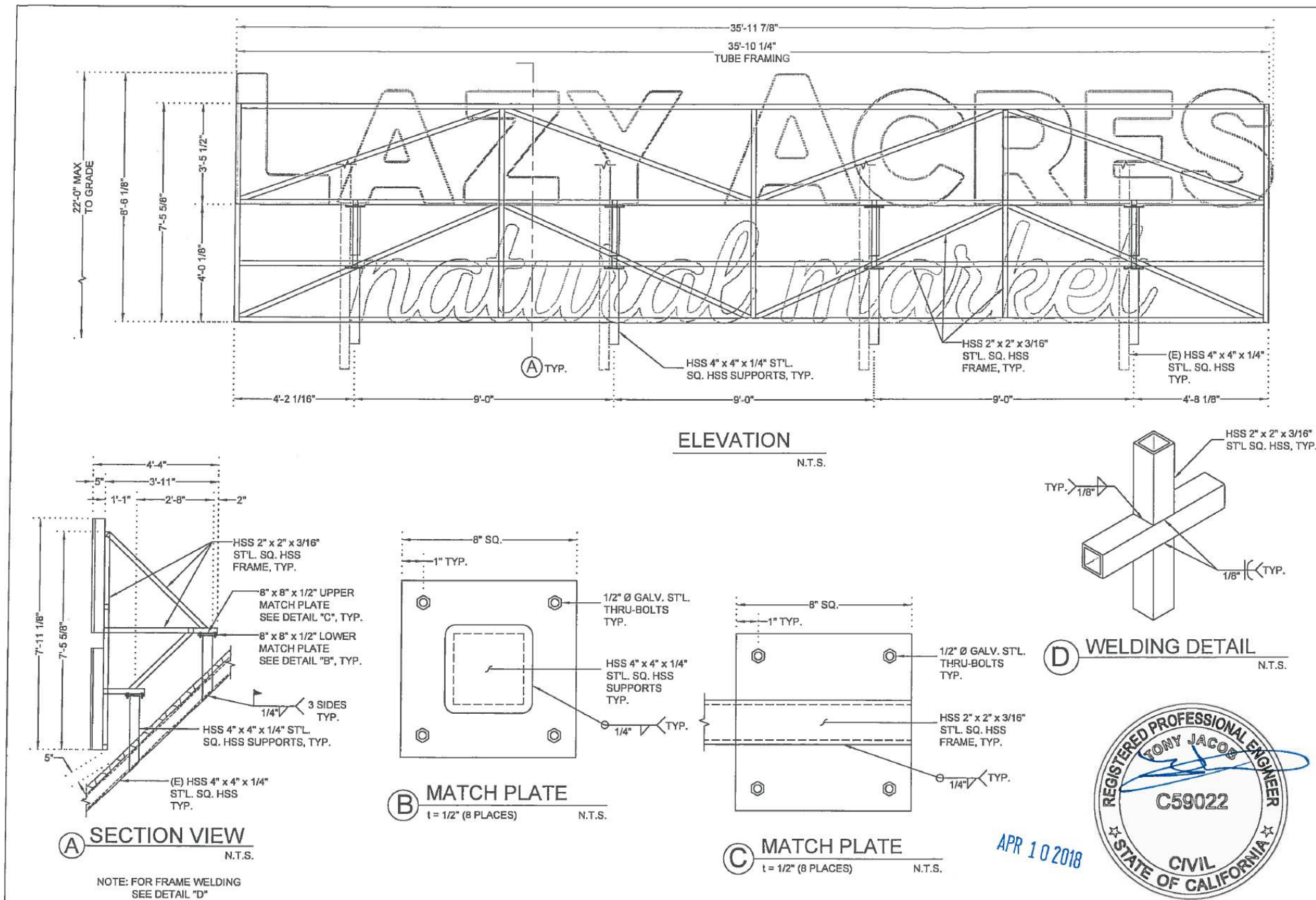
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#### NOTES :

##### GENERAL :

- SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.
- PROVIDE ISOLATION OF DISSIMILAR MATERIALS.
- COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.
- THERE IS NO PROTECTION ZONE AS DEFINED IN AISC 341-10.
- PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF STEEL / ALUM. TUBES, MATCH THICKNESS LIKE FOR LIKE.
- CABINETS SHALL BE CONSTRUCTED OF NONCOMBUSTIBLE MATERIALS
- SLOPE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS

##### ANCHORS :

- BRAND NAME APPROVED POST INSTALLED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.

##### STEEL :

- DESIGN AND FABRICATION ACCORDING TO 2016 CBC
- PLATE, ANGLE, CHANNEL TEE, AND WIDE FLANGE: ASTM A36
- ROUND PIPE: ASTM A53 GRADE B OR EQUIVALENT.
- HSS ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT
- ALL ANCHORS BOLTS SHOULD BE: ASTM F1554
- ALL STEEL MACHINED BOLTS SHOULD BE: ASTM A307
- ALL STAINLESS STEEL MACHINED BOLTS SHOULD BE: ASTM F593
- ZINC COATED (HOT DIPPED) PER: ASTM A153 OR F2329
- BEARING TYPE CONNECTION REINFORCING REBAR: ASTM A615 GRADE 60 DEFORMED BARS

##### ALUMINUM :

- DESIGN AND FABRICATION ACCORDING TO 2015 ALUM. DESIGN MANUAL
- PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING: ALUMINUM ALLOY 6061 - T6 WITH 0.098 LBS PER CUBIC INCH.

##### WELDING :

- DESIGN AND FABRICATION ACCORDING TO AWS D1.1.
- AWS CERTIFICATION REQUIRED FOR ALL STRUCTURAL WELDERS.
- WELDING PER AISC 341-10
- E70 XX ELECTRODE FOR SMAW PROCESS.
- E70S XX ELECTRODE FOR GMAW PROCESS.
- ER7 XX ELECTRODE FOR GTAW PROCESS.
- E70T XX ELECTRODE FOR FCAW PROCESS.
- ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHARPY V-NOTCH TOUGHNESS OF 20FT-LB AT ZERO 0° AS DETERMINED BY THE APPROPRIATE AWS A5 CLASSIFICATION TEST METHOD OR MFG'S. CERTIFICATION.

- ALUMINUM
- ALL WELDING IN ACCORDANCE WITH THE LATEST EDITION OF THE AWS A.5.10. FILLER ALLOYS PER TABLES M.9.1 & M.9.2 OF 2015 ALUMINUM DESIGN MANUAL.

Sign Design Based on 2016 CBC			
Job #	1029 4718		
Project	Lazy Acres Natural Market - Roof Sign		
Job Location	2510 Pacific Coast Highway		
	Hermosa Beach, CA		
INPUT DATA			
Exposure category (B, C or D)		=	C
Risk Category		=	II
Basic wind speed (3 sec. gust wind)	V	=	110 mph
Topographic factor	K <sub>st</sub>	=	1 Flat
Height of the sign	h	=	22 ft
Vertical dimension (for wall, s = h)	s	=	7.459 ft
Horizontal dimension	B	=	35.849 ft
Dimension of return corner	L <sub>r</sub>	=	0.42 ft
ANALYSIS			
Velocity pressure			
q <sub>h</sub> = 0.00256 K <sub>z</sub> K <sub>e</sub> K <sub>d</sub> V <sup>2</sup>		=	24.12 psf
where:			
q <sub>h</sub> = velocity pressure at height h. (Eq. 29.3-1, page 249)			
K <sub>e</sub> = velocity pressure exposure coefficient		=	0.92
evaluated at height above ground level, h (Tab. 29.3-1, pg 251)			
K <sub>d</sub> = wind directionality factor. (Tab. 26.6-1, page 194)		=	0.85
Wind Force Case A: resultant force through the geometric center (Sec. 29.4.1 & Fig. 29.4-1)			
Max horizontal wind pressure = p = q <sub>h</sub> G C <sub>f</sub>		=	36.5 psf
where: G = gust effect factor. (Sec. 26.9, page 198).		=	0.85
C <sub>f</sub> = net force coefficient. (Fig. 29.4-1, page 252)		=	1.78
A <sub>s</sub> = B s = the gross area		=	267.8 ft <sup>2</sup>
Use Max horizontal wind pressure =		=	26 psf
Frame Design (See attached Risa calcs)			
USE	Stl. Square HSS		
	A500 Grade B		
	HSS 2x2x3/16		
	HSS 4x4x1/4		
Bottom Anchor Design			
Max. member moment, LC1, Member M33	Mz =		0.271 K-Ft
	Shear, y =		0.134 kips
	Galv. Stl. Thru-Bolts		
	USE A307		
Tension Req'd.			
T = 271	1/2" Dia.	T = 4,410	
Shear Req'd			
V = 34		V = 2,350	
Unity =	( 271 / 4410 ) +	( 34 / 2350 ) =	0.08 < 1 (OK)
Upper Anchor Design			
Max. member moment, LC1, Member M20	Mz =		0.027 K-Ft
	Shear, y =		0.131 kips
	Tension, x =		0.132 kips
	Galv. Stl. Thru-Bolts		
	USE A307		
Tension Req'd.			
T = 60	1/2" Dia.	T = 4,410	
Shear Req'd			
V = 33		V = 2,350	
Unity =	( 60 / 4410 ) +	( 33 / 2350 ) =	0.03 < 1 (OK)
Match Plate			
Thickness Req'd.	Stl. Plate		
t = 0.13	USE A36		
	PL 8"x8"x1/2"	t = 0.50	
Support Weld Design			
Max. support Torsion reaction, LC2, N50	MZ =		0.956 K-Ft
	Shear, Y =		0.348 kips
	Shear, X =		0.797 kips
Torsion =	0.956 K-Ft	Resultant Shear =	0.87 kips
Shear force =	0.87 Kips		
	USE		
Weld size, a =	1/4 in.	E70xx Welding Rod	
b =	4.00 in.	Shear Stress	
d =	4.00 in.	f <sub>v1</sub> =	0.29
		f <sub>v2</sub> =	1.91
		f <sub>v</sub> =	2.20 < 21 Ksi (OK)

www.yjinc.com  
P.O. BOX 802050  
SANTA CLARITA, CA. 91380  
TEL (661)259-0700 FAX (661)259-0900

SHEET TITLE:

## LAZY ACRES NATURAL MARKET SIGN

DRN BY: I.G.	DATE LAST REVISED: Apr 10, 2018	REV. NO.	REV. DATE	REVISED BY
CHK BY: T.J.	PROJ. START DATE: MAR. 13, 2018	1	---	---
REV BY: T.J.	SCALE: AS SHOWN	2	---	---
	plotted by: Austin on 4.10.2018 @ 2:03 PM	3	---	---

PROJECT JOB #:	1029 4718_Lazy Acres Natural Market_Signage_Pacific Coast Highway_Hermosa Beach_CA.dwg
PROJECT LOCATION:	LAZY ACRES NATURAL MARKET 2510 PACIFIC COAST HIGHWAY HERMOSA BEACH, CA
SHEET #	1 OF 1



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**TIM PITTS**

Designer:  
**PI 10.00**

Scale: **AS NOTED**

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4184 15  
SHEET I  
SCALE 1" = 80'

GOULD AVE.

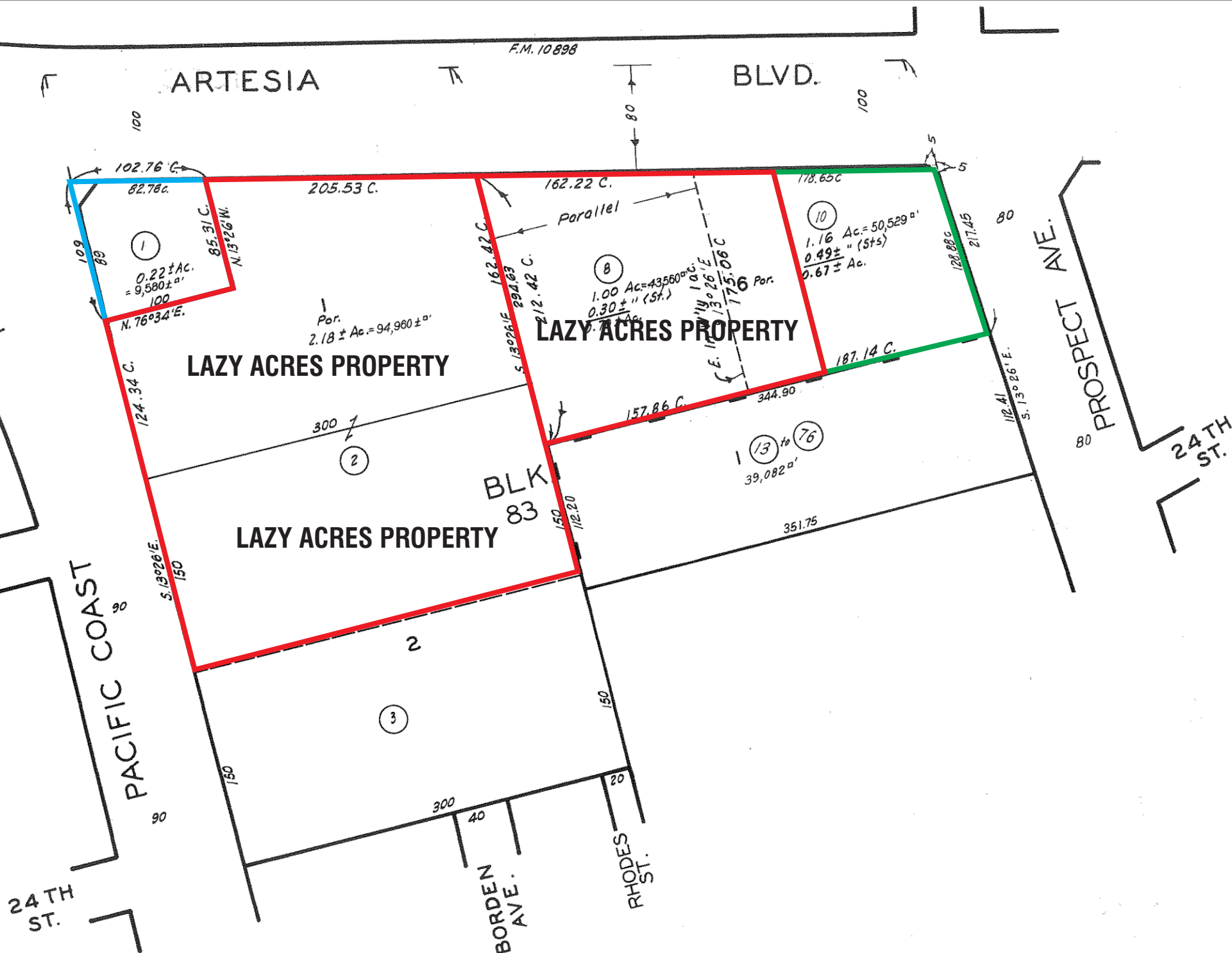


SECOND ADDITION TO  
HERMOSA BEACH  
M.B. 3-11-12

CONDOMINIUM  
TRACT NO. 31559  
M. B. 848 - 73-74

CODE  
4340

FOR PREV. ASSM'T. SEE:  
4184-15



The assessment of units in the following Condominium Plans, includes all rights and interests in the common areas as set forth in deeds of record.

Condominium Plan Reference	Common Area				Subdivision of Airspace
	Tract No.	Blk.	Lots	Units	
#3099 10-11-74	31559	--	1	--	Sht. 2

REVISED  
11-6-61  
10-2-62  
670915  
671228405  
680117301  
680923018  
7304071230  
741017002  
751231404  
770322201



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**1** PARCEL MAP  
SCALE: NTS

ASSESSOR'S MAP  
COUNTY OF LOS ANGELES, CALIF.





ON PCH LOOKING NORTH #1



ON PCH LOOKING NORTH #2



ON PCH LOOKING NORTH #3



ON PCH LOOKING SOUTH #1



ON PCH LOOKING SOUTH #2



ON PCH LOOKING SOUTH EAST



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Acct. Mgr.	
Design	
Production	
<b>FOR INSTALL ONLY</b>	<b>DATE</b>
Acct. Mgr.	





ON ARTESIA LOOKING WEST



ON ARTESIA LOOKING WEST #2



ON ARTESIA LOOKING EAST #1



ON ARTESIA LOOKING EAST #2



ON ARTESIA LOOKING EAST #3



ON ARTESIA LOOKING EAST #4



ON ARTESIA LOOKING EAST #5



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R25 (pl) 8/21/18 rev. Signs C & D w/ new requirement (6.00)

**• APPROVALS •**

**FOR JOB CHECK DATE**

Acct. Mgr.

**FOR CONSTRUCTION DATE**

Acct. Mgr.

Design

Production

**FOR INSTALL ONLY DATE**

Acct. Mgr.

Page: 20 Of: 21

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Project:  
**LAZY ACRES**

Address:  
**2510 Pacific Coast Highway  
Hermosa Beach, CA 90254**

Account Manager:  
**TIM PITTS**

Designer:  
**PI 10.00**

Scale: **AS NOTED**

Design No.: **15-11-1019-25**

Date: **11.30.15**

Reg. No.: **227080**

Revisions:  
R14 (dk) 5/15/18 Remove Hope Chapel  
and banners (.50)  
R18 (mh) 6/11/18 change colors (1.0)  
R19 (mdm) 6/19/18 change sign A  
to single pole design (2.50)  
R20 (pl) 7/23/18 rev. per city comments  
(6.00)  
R21 (pl) 7/26/18 add sq. ft. on  
elevations on page 03 (1.50)  
R22 (pl) 8/1/18 rev. per city comments  
(6.00)  
R24 (pl) 8/15/18 rev. Sign C & D (6.00)  
R25 (pl) 8/21/18 rev. Signs C & D w/  
new requirement (6.00)

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Lazy Acres, Hermosa Beach  
Variance Answers

June 12, 2018  
(Rev 8-28-18)

- Since the building is set back (208) feet from the street and at a busy intersection (Artesia & Pacific Coast Highway) and since the commercial development that is on the corner completely blocks the proposed Lazy Acres building (traveling South on PCH and East on Artesia), *for the safety of the customers*, it is imperative that the pylon on Artesia Blvd be allowed at the height and square footage (Exceeds Code for Height, square foot as designed so that the customers can see the signs in advance in order to prepare to enter the property safely).  
The existing larger pylon on Artesia (currently in the new proposed location) will be removed and discarded and replaced with a new sign, in new planter, designed to blend in with the buildings new pleasing architecture, which has already been approved by the City.
- The granting of these variances for this sign will allow Lazy Acres (a new market in the area) and the Hope Chapel to be identified and safely accessed by those who are visiting or vacationing in the area as well as Hermosa Beach residences who will be shopping & attending Services there. *The safety of the customers* is paramount to Lazy Acres & Hope Chapel.
- Allowing this sign as designed will be *a positive esthetic addition* and will stay within the intent of the specific plan. The design and site improvements are 'inviting and pleasing to the eye' and will add to the value of the properties in the area
- Granting of these variances does not allow special privileges to Lazy Acres or Hope Chapel and will not be detrimental to the public welfare, or adversely affect The General Plan. To the contrary, the signs are designed specifically with the safety of the public in mind and show uniformity with the signs and the architecture of the building, thus staying within the intent of the General Plan.
- The Market and landlord understand that any 'if' future signs are needed, would require a variance by the planning commission. This includes window signage.

August 9, 1995

**Honorable Chairman and Members of the  
Planning Commission**

Regular meeting of  
August 15, 1995

**SUBJECT: SIGN VARIANCE 95-2**

**LOCATION: 1559 PCH, PLAZA HERMOSA**

**APPLICANT: JMB INCOME PROPERTIES LTD**  
21235 Hawthorne Blvd.  
Torrance., CA 90503

**REQUEST: Sign Variance Two double pole, multi-tenant signs 25 and 20 feet in height located adjacent to Pacific Coast Highway and Pier Ave. respectively .**

**RECOMMENDATION:**

Staff recommends approval Subject to the conditions found in the attached resolution

**BACKGROUND:**

Plaza Hermosa shopping center was approved in 1984 . The approval included a sign plan which at the time met the sign ordinance. The ordinance has subsequently been amended. Currently the sign ordinance limits the size, number and quantity of signs more so than when the shopping center was approved.

The following compares currently total allowable signage with total existing signage to remain and the proposed signs at the center:

<b>PLAZA HERMOSA</b>	<b>ALLOWABLE</b>	<b>TO REMAIN OR PROPOSED</b>
Total Square Feet Allowed (Based on 3 sq. ft. per linear ft. of store front)	2,889 sq.ft.	1,985 sq.ft.
Total Pole signs	1	2
Maximum height (Pole signs)	20 ft	20 & 25 ft
Total number (one wall sign per business.)	17	38
Percent of business fascia covered by signage	25%	25% or less (approx.)

At the August 15th Planning Commission meeting,, one pylon sign was approved for a new tenant, Blockbuster, and other signs were denied; and further the applicant was requested to revise the two proposed double pole signs .

## ANALYSIS

The proposed number of signs requires a variance. Staff has examined the subject property and found that there is a unique characteristic related to the property which could be grounds for a variance. The property fronts on two streets, but does not include the corner portion abutting the intersection where typically a sign could be located providing exposure to both streets. The subject property has significantly limited exposure as a result of adjacent property development abutting the corner intersection.

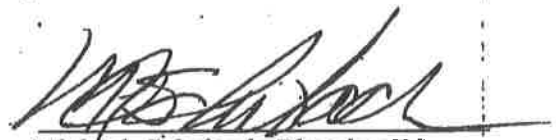
The proposed Pacific Coast Highway sign needs a variance to height because of the limited visibility along the street frontage, and the number of tenants requiring exposure on the property. There is need for project signs large enough to provide adequate sign area for the number of tenants. Further the portion of sign exceeding the maximum 20 feet is architectural treatment commensurate with the building architecture which is an enhancement to the appearance of the sign.

Staff also recommends reducing the width and height of the proposed sign on Pier Ave to eleven (11) feet and the height to a maximum of eighteen (18) feet in order to make it more pedestrian oriented..

### Required Findings

The sign ordinance requires that the following Findings are made:

- (1) A Variance authorized is not a grant of a special privilege inconsistent with the limitations on other properties in the vicinity;
- (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;
- (3) The Variance will not adversely affect public safety and the design and appearance of the signing and structures of the surrounding area.

  
Michael Schubach, Planning Director

Concur:

  
Sol Blumenfeld, Community Development Director

### Attachments:

Proposed Resolution

PC minutes of August 15, 1995

PC staff report of August 15, 1995



*Completed* *File Copy*  
PC Resolution 95-32

1  
2  
3  
4 A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA  
5 BEACH, CALIFORNIA APPROVING A VARIANCE FOR 2 DOUBLE POLE SIGNS 18  
6 AND 20 FEET IN HEIGHT LOCATED AT 1559 PACIFIC COAST HIGHWAY,  
7 PLAZA HERMOSA.  
8

9 WHEREAS, the Planning Commission held a public hearing on  
10 September 19, 1995 to consider oral and written testimony and made  
11 the following Findings:  
12

13 A. A unique circumstance exists related to the property that  
14 creates a hardship which is considered grounds for a variance.  
15 The subject property configuration is such that there is a  
16 Significant visibility limitation of the center from both Pacific  
17 Coast Highway and Pier Ave.  
18

19 B. Granting a Variance for the subject property will not  
20 constitute a special privilege not provided to other properties in  
21 the vicinity. The number of tenants (17) exceeds the number found  
22 on properties in the vicinity.

23 C. The proposed signs will not interfere with traffic safety  
24 devices, or with surrounding signs and structures.  
25

26 NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the  
27 City of Hermosa Beach does hereby approve a sign variance for 1559  
28 Pacific Coast Highway Plaza Hermosa subject to the following  
29 conditions:

- 1 1. The signs shall be as shown on submitted plans as revised  
2 September 7, 1995 and shall comply with the following:  
3 2. The maximum width of the double pole on Pier Ave sign shall be  
4 eleven (11), and the maximum height shall be 18 feet at the lowest  
5 point of grade.  
6 feet.  
7 3. The approval of this Variance shall be null and void unless  
8 building permits are obtained and construction of the signs has  
9 commenced within one year. The applicant may apply in writing to  
10 the Planning Commission for an extension prior to the expiration.  
11

12 Vote Ayes Chrmn. Tucker, Commrs. Perrotti, Merl.  
13 Dettelbach  
14 Noes Commrs. DiMonda  
15 Abstain none  
16 Absent none  
17  
18  
19

20 CERTIFICATION

21 I certify that the foregoing Resolution P.C. 95-32 is a true and  
22 complete record of the action taken by the Planning Commission of  
23 the City of Hermosa Beach, California at their regular meeting of  
24 September 19, 1995.

25

26

27

28 Peter Tucker, Chairman

29 svr95-2

  
Sol Blumenfeld, Secretary

10/17/95  
Date



## Staff Report

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### Staff Report

REPORT 18-0572

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### Honorable Chairman and Members of the Hermosa Beach Planning Commission

### Regular Meeting of September 18, 2018

TA 18-2 -- Consideration of a Text Amendment that would add a short term and low impact entertainment option (Short Term Entertainment Permit or STEP) as an accessory use to businesses located in the City's commercial zones through a simple and cost effective permitting process, including proposed definitions and standards for proposed Limited Live Entertainment Permit, and determination that the project is categorically exempt from the California Environmental Quality Act.)

Applicant: City of Hermosa Beach

#### **Recommended Action:**

Adopt the attached resolution recommending the City Council approve Text Amendment 18-2 to the Hermosa Beach Municipal Code, Chapter 17, to establish definitions and standards for Limited Live Entertainment Permit in commercial zones, and determine the project is exempt from the California Environmental Quality Act.

#### **Background:**

The initial request for a Short Term Entertainment Permit (STEP) was proposed by the local business group THRIVE Hermosa. The stated goals were for a simple, inexpensive permit to allow low impact, family-friendly entertainment permits to increase business during off peak hours in all commercial districts. The proposed Zone Text Amendment allowing a Limited Live Entertainment Permit would off a simpler, cost-effective alternative to a new or amended Conditional Use Permit (CUP).

The proposed Limited Live Entertainment Permit addresses current demand for this type of activity which, since currently not permitted, has occasionally become an issue curtailed by Code Enforcement.

#### **Planning Commission Review:**

At the June 25, 2018 Planning Commission meeting, staff presented a report that summarized a proposal prepared by THRIVE Hermosa that would allow local commercial businesses to offer low impact entertainment options such as games, acoustic music and open mic during "off-peak hours" without requiring the business operators to have to go through a time-consuming and expensive approval process such as the existing Conditional Use Permit (CUP) process. Representatives of THRIVE Hermosa addressed the Commission and answered several questions by the Planning

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## Staff Report

REPORT 18-0572

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Commission.

A brief analysis of the current code requirements for the offering of “Live Entertainment” as amended and clarified in the Zoning Code in 2013 was provided. Additionally, staff suggested a possible revision to the current definition and the addition of a new definition for “Entertainment, Limited Live” that would incorporate into the City’s code the types of uses proposed.

Several ideas and issues were raised by the Planning Commission during the discussion, including that “Entertainment, Limited Live” be clearly defined; address noise and other possible negative impacts on surrounding properties; the application process to include descriptions of the proposed types of activity, days and hours and other information; the permit should be inexpensive and processed at staff level; permit should include conditions to address potential impacts of proposed activities; and businesses should be able to advertise permitted entertainment activities.

At the conclusion of the meeting, the Planning Commission directed staff to present a conceptual overview to allow a short term, low impact entertainment option for businesses through an easy, cost effective permit process.

At the August 21, 2018 Planning Commission meeting, staff presented possible amendments to the Zoning Code that would allow Limited Live Entertainment Permits for local businesses seeking to add low impact entertainment

The Planning Commission conceptually agreed with a proposed new definition of “Entertainment, Limited Live” as an accessory use to be a simple, low cost permit with standards and conditions limiting number of performers, defined hours and noise minimizing criteria, through a one-year permit approval and annual renewal process.

At the conclusion of the meeting, the Planning Commission directed staff to set a Public Hearing to consider a proposed Zone Text Amendment for a new Limited Live Entertainment Permit for consideration of approval and recommendation to the City Council.

### **Analysis:**

A new permit known as a Limited Live Entertainment Permit is proposed through the Administrative Permit process under Chapter 17.42 General Provisions, Conditions and Exceptional Use; similar to a Temporary Minor Special Event approval. The new Limited Live Entertainment Permit would necessitate Zoning Code text amendments under Chapter 17.04 Definitions, Chapter 17.26.030 Land Use Regulations Matrix and Chapter 17.42 General Provisions, Conditions and Exceptional Uses.

The Limited Live Entertainment Permit is proposed in the C-1, C-2 and C-3 commercial zones; it would not apply to non-commercial zones, including the M-1 Light Manufacturing zone.

Limited live entertainment is proposed as an accessory use to the main business use as defined in Chapter 17.04 of the Zoning Code as the following:

*“Accessory” means a building, part of a building or structure or use which is subordinate to, and the*

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## Staff Report

REPORT 18-0572

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*use of which is incidental to that of the main building, structure or use on the same lot.*

An application for a Limited Live Entertainment Permit will be required as an Administrative Permit described in Chapter 17.55.030 of the Zoning Code, including the requirement for a floor plan and other plans to demonstrate compliance with the approved standards.

It is anticipated that the staff time needed to process an application for a Limited Live Entertainment Permit would be approximately the same as that of a Temporary Minor Special Event Permit. Based on the amount of staff time anticipated to process the application, a fee of \$513 would be needed in order to cover the City's processing costs. The City Council will need to adopt a resolution establishing the fee for the Limited Live Entertainment Permit, and at that time the Council may opt to approve a lower subsidized fee, as was done with the A-Frame sign permit fee.

Rather than a permit which must be renewed annually, the proposal for one-time issuance with revocation ability is recommended as a more business friendly and simple process. Annual permit renewal requirements are time-consuming and may result in expired permits continuing operation requiring Code Enforcement activity. It should be noted that, according to Code described below, the permit will expire if it is not exercised in any 12-month period or if the permitted business ceases to exist. In such case a new permit application would be required. The revocation procedures proposed are described in Chapter 17.55.070 of the Zoning Code relating to Administrative Permits as the following:

*Any administrative permit may be revoked by the Director or the decision-making body for any of the following causes:*

*A. That any term or condition has not been complied with;*

*B. That the property for administrative permit has been granted is used or maintained in violation of any statute, law, regulation or condition of approval;*

*C. That the use for which the administrative permit was granted has not been exercised for at least twelve (12) consecutive months, or has ceased to exist, or has been abandoned; or*

*D. That the use for which the administrative permit was granted has been so exercised as to be detrimental to the public health or safety or so as to constitute a nuisance.*

Appeals for permit denial or revocation are described in Chapter 17.55.050 of the Zoning Code relating to Administrative Permits as the following:

*A. Decisions of the Community Development Director may be appealed to the Planning Commission by filing an appeal within fifteen (15) days of the Director's decision, provided that upon affixing the signature of the applicant to an issued permit, the permit shall become effective and the right to appeal shall be waived. Appeals shall be filed in writing with the Community Development Department accompanied by a fee set by resolution of the City Council. Notice of hearing shall be given to the applicant at least ten (10) days prior to the hearing, unless the applicant agrees to waive the requirement so that the matter may be heard at an earlier time. The Commission's review shall be limited to a determination of whether the application complies with the requirements of the governing section. The filing of an appeal within such time shall stay the effective date of the decision until the Commission has acted on the appeal. The Commission's decision shall be final and conclusive, unless the governing section specifically provides for a direct or subsequent appeal to the*



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## Staff Report

REPORT 18-0572

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City Council.

*B. Appeals to the City Council shall be filed with the City Clerk accompanied by a fee set by resolution of the City Council. The filing of an appeal within ten (10) days shall stay the effective date of the decision until the Council has acted on the appeal as hereinafter set forth in this title. Upon receipt of a written appeal, the Planning Commission shall transmit to the Council the Planning Commission's complete record of the case. Notice of hearing shall be given to the applicant at least ten (10) days prior to the hearing, unless the applicant agrees to waive the requirement so that the matter may be heard at an earlier time. The Council shall hear the matter and render a determination as soon as reasonably practicable, but in no event later than sixty (60) days after an appeal has been filed unless requested by the applicant. The Council's review shall be limited to a determination of whether the application complies with the requirements of the governing section. The Council shall announce its findings within forty (40) calendar days of the hearing, unless good cause is found for an extension, and the decision shall be mailed to the applicant. The Council's decision shall be final and conclusive.*

Prize limitations are proposed to be as established under Chapter 5.12.100 of the Business Licenses and Regulations of the City's Municipal Code related to Bingo, as follows:

*The total value of prizes awarded during the conduct of any bingo games shall not exceed two hundred fifty dollars (\$250.00) in cash or kind, or both, for any separate game which is held, and the total value of all prizes in cash or kind or both for any one day shall not exceed one thousand two hundred fifty dollars (\$1,250.00).*

## STANDARDS AND LIMITATIONS

Based on feedback from the Planning Commission and recommendations from the business community, the following standards and limitations are proposed for this new use in the commercial zones through a Limited Live Entertainment Permit. Requests for entertainment beyond those permitted under new definition of "Entertainment Live, Limited" may be considered under the category of "Entertainment Live" and would continue to be allowed by Conditional Use Permit only.

Proposed operational standards are as follows:

- Hours: During normal business hours but no earlier than 8:00 A.M or later than 9:00 P.M. daily.
- Noise: Cannot be audible on the exterior of the business premises and not permitted on outside patios, entries or sidewalks. All exterior doors and windows shall be closed during entertainment.
- Uses: May include one or two performers/hosts using amplification, playing games, open mic, musical performances, poetry readings or other similar use that is not more objectionable than the listed uses. The Community Development Director is authorized to compare a proposed use and measure it against those listed for determining similarity.
- Operations/Seating: The activity must be confined to completely enclosed premises and does not result in the need for additional seating or change in an approved floor plan to accommodate the limited live entertainment and/or accommodate a stage for the entertainment, dancing or hosting of an activity or event.
- Limited live entertainment is an accessory use to the main business.

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## Staff Report

REPORT 18-0572

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- There shall be a maximum of two performers or hosts using amplification.
- Prizes: Any prizes awarded during an activity permitted by a Limited Live Entertainment administrative permit shall be limited to the prize limits stated in Section 5.12.100.
- Must comply with all other applicable laws and agencies, including but not limited to California Department of Alcoholic Beverage Control and California Bureau of Gambling Control.
- No organized alcohol drinking games are permitted.
- Established maximum occupant load of the premises shall apply.
- Permit may be revoked according to Chapter 17.55.70 of the Municipal Code pertaining to Administrative Permits.
- Upon permit issuance, advertising of approved entertainment is permitted.

### Text Amendment:

The proposed amendments to the Zoning Code allow for the creation of a new permit known as the Limited Live Entertainment Permit. With addition of the new definition for *Limited Live Entertainment*, minor amendments of the existing definition for *Live Entertainment* are included for clarification of both definitions.

Section 1. Section 17.04.050 of Chapter 17.04 of Title 17 of the Hermosa Beach Municipal Code is amended by adding the following definition:

*Entertainment, Limited Live. "**Limited live entertainment**" means the provision of live entertainment as defined herein, but only as accessory to an established onsite use during normal business hours for limited periods of time outside of late night hours, provided by a maximum of two performers using amplification at any time, that does not typically generate offsite impacts or contribute to impacts within the commercial district or adjacent residential districts in accordance with operational standards in the commercial zoning districts.*

Section 2. Section 17.04.050 of Chapter 17.04 of Title 17 of the Hermosa Beach Municipal Code is amended by revising the existing definition as follows:

*Entertainment, Live. "**Live entertainment**" means the provision of live performances including without limitation all forms of music, theatrical or comedic performance, song, dance, or vocal entertainment by use of a disc jockey to select, play and/or announce music or announcer, participated in by one or more employees, guests, customers, or any other person or persons. Acoustic, unamplified, non-percussive background music provided accessory to an established onsite use during normal business hours by a maximum of two persons without advertisement and without charge is excluded.*

Section 3. Chapter 17.42 General Provisions, Conditions and Exceptional Uses of Title 17 of the Hermosa Beach Municipal Code is amended by adding the following Section 17.42.190.

### 17.42.190 Entertainment, Limited Live

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## Staff Report

REPORT 18-0572

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### A. Definition

1. Entertainment, Limited Live as defined in Chapter 17.04.

### B. Administrative Permit required.

1. Limited Live Entertainment allowed pursuant to this section may be permitted with an administrative permit pursuant to Chapter 17.55 in the C-1, C-2 and C-3 zones.
2. The appeal procedures found in Section 17.55.050 and the revocation procedures found in Section 17.55.70 shall apply to any administrative permit issued for Limited Live Entertainment.

### C. Standards and Limitations.

1. Hours: During normal business hours but no earlier than 8:00 A.M or later than 9:00 P.M. daily.
2. Noise: Cannot be audible on the exterior of the business premises and not permitted on outside patios, entries or sidewalks. All exterior doors and windows shall be closed during entertainment.
3. Uses: Limited Live Entertainment may include one or two performers/hosts using amplification, playing games, open mic, musical performances, poetry readings or other similar use that is not more objectionable than the listed uses. The Community Development Director is authorized to compare a proposed use and measure it against those listed for determining similarity.
4. Operations/Seating: The activity must be confined to completely enclosed premises and does not result in the need for additional seating or change in an approved floor plan to accommodate the limited live entertainment and/or accommodate a stage for the entertainment, dancing or hosting of an activity or event.
5. Limited live entertainment is an accessory use to the main business.
6. There shall be a maximum of two (2) performers or hosts using amplification.
7. Prizes: Any prizes awarded during an activity permitted by a Limited Live Entertainment administrative permit shall be limited to the prize limits stated in Section 5.12.100.
8. Must comply with all other applicable laws and agencies, including but not limited to California Department of Alcoholic Beverage Control and California Bureau of Gambling Control.
9. No organized alcohol drinking games are permitted.

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## Staff Report

REPORT 18-0572

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10. Established maximum occupant load of the premises shall apply.

11. Upon permit issuance, advertising of approved entertainment is permitted.

Section 4. Chapter 17.26.030 of Title 17 of the Hermosa Beach Municipal Code is amended by adding Entertainment, Limited Live to the matrix of C-1, C-2 and C-3 land use regulations.

USE	C1	C2	C3	See Section
-----	----	----	----	-------------

Entertainment, limited live	P	P	P	17.42.190
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### General Plan Consistency:

PLAN Hermosa (the City's combined General Plan and Local Coastal Program) was adopted in August 2017. The Text Amendment is consistent with the PLAN Hermosa vision to support our vibrant local economy and the Land Use policies:

- LU 1.4 Diverse Commercial Areas. Promote the development of diversified and unique commercial districts with locally owned businesses and job- or revenue-generating uses.
- LU 1.7 Compatibility of Uses. Ensure the placement of new uses does not create or exacerbate nuisances between different types of land uses.
- LU 2.9 Neighborhood-serving retail. Support the retention of existing neighborhood-serving retail and services in key locations throughout the city.
- LU 3.3 Diverse retail and office centers. Provide incentives to transform existing single-use commercial properties that are accessible into retail destinations by adding a diversity of uses, providing new pedestrian connections to adjacent residential areas, reducing the visual prominence of parking lots, making the centers more pedestrian-friendly and enhancing the definition and character of street frontage and associated streetscapes.

### Environmental Analysis:

The project is exempt from the California Environmental Quality Act (CEQA) pursuant to California Public Resources Code Section 21080(b)(1), because CEQA does not apply to ministerial projects proposed to be carried out or approved by public agencies. The project is statutorily exempt from CEQA in that it allows for approval of limited live entertainment within approved businesses only. Additionally, the zone text changes are Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. No possibility exists that the proposed zone text amendments will have a significant effect on the environment because the zone text amendments will create a standard for limited live entertainment permits.



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## Staff Report

REPORT 18-0572

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### Attachments:

1. Proposed Resolution and Ordinance
2. Link to 8-21-18 Planning Commission Meeting
3. Link to 6-25-18 Planning Commission Meeting

Respectfully Submitted by: Christy Teague, Senior Planner

Concur: Kim Chafin, Planning Manager

Approved: Ken Robertson, Community Development Director

## **RESOLUTION P.C. 18-XX**

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH RECOMMENDING CITY COUNCIL APPROVAL OF TEXT AMENDMENTS TO MUNICIPAL CODE TITLE 17 REGARDING DEFINITIONS AND STANDARDS FOR LIMITED LIVE ENTERTAINMENT, AND DETERMINING THAT THE PROJECT IS EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT**

The Planning Commission of the City of Hermosa Beach does hereby resolve as follows:

**SECTION 1.** The Planning Commission held a duly noticed public hearing on September 18, 2018 to consider text amendments regarding definitions and standards for Limited Live Entertainment. The current Municipal Code does not contain a definition or standards for Limited Live Entertainment but does provide development standards for Live Entertainment. These text amendments clarify the provisions applicable to entertainment uses.

**SECTION 2.** The project is exempt from the California Environmental Quality Act (CEQA) pursuant to California Public Resources Code Section 21080(b)(1), because CEQA does not apply to ministerial projects proposed to be carried out or approved by public agencies. The project is statutorily exempt from CEQA in that it allows for approval of limited live entertainment within approved businesses only. Additionally, the zone text changes are Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. No possibility exists that the proposed zone text amendments will have a significant effect on the environment because the zone text amendments will create standards for limited live entertainment permits.

**SECTION 3.** The Planning Commission finds that the proposed amendments to the Municipal Code to allow Limited Live Entertainment are consistent with the City's General Plan vision to support the vibrant local economy and Land Use Policy 1.4 for Diverse Commercial Areas. The ordinance also furthers the general purpose of the zoning ordinance to address and review standards and criteria to assure compatibility as accessory uses within existing businesses. The amendments will not impede the City's ability to meet its General Plan goals, and the amendments are necessary to carry out the purposes of the Zoning Ordinance, including the orderly planned use of land resources.

**SECTION 4.** The Planning Commission hereby recommends City Council approval of the proposed ordinance attached hereto as Exhibit A.

VOTE:                   AYES:  
                              NOES:  
                              ABSTAIN:  
                              ABSENT:

**CERTIFICATION**

I hereby certify that the foregoing Resolution P.C. 18-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 September 18, 2018.

\_\_\_\_\_  
Marie Rice, Chairperson

\_\_\_\_\_  
Ken Robertson, Secretary

\_\_\_\_\_  
Date

Exhibit A

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE REGARDING DEFINITIONS AND STANDARDS  
FOR LIMITED LIVE ENTERTAINMENT AND AMENDING THE  
HERMOSA BEACH MUNICIPAL CODE

The City Council of the City of Hermosa Beach does ordain as follows:

Section 1. Section 17.04.050 of Chapter 17.04 of Title 17 of the Hermosa Beach Municipal Code is amended by adding the following definition:

Entertainment, Limited Live. **“Limited live entertainment”** means the provision of live entertainment as defined herein, but only as accessory to an established onsite use during normal business hours for limited periods of time outside of late night hours, provided by a maximum of two performers using amplification at any time, that does not typically generate offsite impacts or contribute to impacts within the commercial district or adjacent residential districts in accordance with operational standards in the commercial zoning districts.

**Comment [1]:** Having the phrase “result in offsite impacts” is more of a decision/determination that needs to be made based on the activity. Lauren thought it best to go with more general/descriptive language in the definition

Section 2. Section 17.04.050 of Chapter 17.04 of Title 17 of the Hermosa Beach Municipal Code is amended by revising the existing definition as follows:

Entertainment, Live. **“Live entertainment”** means the provision of live performances including without limitation all forms of music, theatrical or comedic performance, song, dance, or ~~vocal entertainment by use of a disc jockey to select, play and/or announce music or announcer~~, participated in by one or more employees, guests, customers, or any other person or persons. Acoustic, unamplified, non-percussive background music provided accessory to an established onsite use during normal business hours by a maximum of two persons without advertisement and without charge is excluded.

Section 3. Chapter 17.42 General Provisions, Conditions and Exceptional Uses of Title 17 of the Hermosa Beach Municipal Code is amended by adding the following Section 17.42.190.

17.42.190 Entertainment, Limited Live

A. Definition

1. Entertainment, Limited Live as defined in Chapter 17.04. .

B. Administrative Permit required.

1. Limited Live Entertainment allowed pursuant to this section may be permitted with an administrative permit pursuant to Chapter 17.55 in the C-1, C-2 and C-3 zones.



2. The appeal procedures found in Section 17.55.050 and the revocation procedures found in Section 17.55.70 shall apply to any administrative permit issued for Limited Live Entertainment.

C. Standards and Limitations.

1. Hours: During normal business hours but no earlier than 8:00 A.M or later than 9:00 P.M. daily.
2. Noise: Cannot be audible on the exterior of the business premises and not permitted on outside patios, entries or sidewalks. All exterior doors and windows shall be closed during entertainment.
3. Uses: Limited Live Entertainment may include one or two performers/hosts using amplification, playing games, open mic, musical performances, poetry readings or other similar use that is not more objectionable than the listed uses. The Community Development Director is authorized to compare a proposed use and measure it against those listed for determining similarity.
4. Operations/Seating: The activity must be confined to completely enclosed premises and does not result in the need for additional seating or change in an approved floor plan to accommodate the limited live entertainment and/or accommodate a stage for the entertainment, dancing or hosting of an activity or event.
5. Limited live entertainment is an accessory use to the main business.
6. There shall be a maximum of two (2) performers or hosts using amplification.
7. Prizes: Any prizes awarded during an activity permitted by a Limited Live Entertainment administrative permit shall be limited to the prize limits stated in Section 5.12.100.
8. Must comply with all other applicable laws and agencies, including but not limited to California Department of Alcoholic Beverage Control and California Bureau of Gambling Control.
9. No organized alcohol drinking games are permitted.
10. Established maximum occupant load of the premises shall apply.
11. Upon permit issuance, advertising of approved entertainment is permitted.

Section 4. Chapter 17.26.030 of Title 17 of the Hermosa Beach Municipal Code is amended by adding Entertainment, Limited Live to the matrix of C-1, C-2 and C-3 land use regulations.

USE	C1	C2	C3	See Section
Entertainment, limited live	P	P	P	17.42.190

Section 5. The proposed amendments to Title 17 of the Hermosa Beach Municipal Code are to allow Limited Live Entertainment. The amendments will not impede the City's ability to meet its General Plan goals and the amendments are necessary to carry out the purposes of the Zoning Ordinance, including the orderly planned use of land resources.



## Staff Report

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### Staff Report

REPORT 18-0570

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### Honorable Chairman and Members of the Hermosa Beach Planning Commission

### Regular Meeting of September 18, 2018

SIGN REVIEW - S4 #35 Determination on whether a proposed 1,980± square foot display proposed on the south wall of the building at 2775 Pacific Coast Highway is a mural, and the proposed display is not a project under the California Environmental Quality Act.

Applicant: John Faulkner  
Dunn-Edwards Paints  
4855 E. 52<sup>nd</sup> Place  
Los Angeles, CA 90058

Property Owner: Joseph and Gail Lowenstein  
705 Walden Drive  
Beverly Hills, CA 90210

### **Recommended Action:**

Adopt the attached resolution and determine that the proposed display covering 1,980 ± square feet of surface area on south side of an existing building is consistent with the Hermosa Beach Municipal Code definition of 'Mural' at 2775 Pacific Coast Highway, and the proposed display is not a project under the California Environmental Quality Act (CEQA).

### **Background:**

The subject property is located at 2775 Pacific Coast Highway, the main north/south arterial and commercial corridor through the city. The applicant proposes a 1,980 ± square feet of display on the south side of the existing building at 2775 Pacific Coast Highway.

The proposed location for the display covers an approximate 66-foot wide by 30-foot high portion of the south elevation of the building. The proposed display depicts a volleyball player at the beach, Pier Plaza, the Hermosa Beach Pier with a statue of surf hero and legendary lifeguard Tim Kelly beside the image, and marine life at the bottom of the display. This display is to be painted directly onto the south wall of the existing building by artist Clinton Bopp, a New Zealand native who has painted murals and streets scenes in Los Angeles, is known to paint on any surface, and whose themes depict social observations reflecting the times.

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## Staff Report

REPORT 18-0570

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### **Analysis:**

'Mural' as defined in Hermosa Beach Municipal Code Section (HBMC) 17.50.030 means a "pictorial representation not specifically identifying goods or services offered on the premises." Pursuant to HBMC Section 17.50.140(B), the Planning Commission may waive specific provisions of the sign ordinance relating to total sign area, coverage, height, type and style for a display deemed to be a mural.

Dunn Edwards Paints is a business that sells architectural, industrial, and high performance paints.

### **General Plan Consistency:**

The Hermosa Beach General Plan (PLAN Hermosa) future vision for the Pacific Coast Highway Corridor Character Area in which the subject property is located is a corridor that encourages new gateway monuments and signage to be added to promote Hermosa Beach's identity. In addition, the public realm design for this Character Area encourages that the prominence of entryways to Hermosa Beach should be increased through the provision of artwork, monuments, and signage along Pacific Coast Highway. Furthermore, as indicated in the Public Art and Design section of PLAN Hermosa's Land Use Element, the artistic culture in Hermosa Beach involves "community groups, social events, and the larger community that participates in and values the beauty of public art and creative artistic expression."

### **Environmental Analysis:**

The proposed display is not a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(a), because the display to be painted directly onto the south wall of the existing building, and will not result in a direct or reasonably foreseeable indirect physical change in the environment.

### **Conclusion:**

Staff believes the display is a mural because it does not directly advertise products or goods offered on the premises, but instead depicts the city's artistic beach culture which includes public arts to enhance the public realm in the Pacific Coast Highway Corridor.

Staff recommends the Commission adopt the attached resolution and determine that the proposed display is a mural and that it be allowed to exceed standards for total sign area pursuant to HBMC Section 17.50.130B, and the proposed display is not a project under the California Environmental Quality Act (CEQA).

### **Attachments:**

1. Draft Resolution

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## Staff Report

REPORT 18-0570

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2. Site Photograph
3. Applicant Submittal
4. Poster Verification

Respectfully Submitted by: Kathy Khang, Assistant Planner

Concur: Kim Chafin, Planning Manager

Approved: Ken Robertson, Community Development Director



## **P.C. Resolution 18-XX**

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH, CALIFORNIA, DETERMINING THE 1,980± SQUARE FOOT DISPLAY PROPOSED FOR THE SOUTH WALL OF THE EXISTING BUILDING AT 2775 PACIFIC COAST HIGHWAY IS A MURAL AND THE PROPOSED DISPLAY IS NOT A PROJECT UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.**

The Planning Commission of the City of Hermosa Beach does hereby resolve and order as follows:

**Section 1.** An application was filed on August 15, 2018 by the applicant, seeking determination of whether the proposed display covering 1,980 ± square feet of surface area on south side of a building is consistent with the Hermosa Beach Municipal Code definition of 'Mural' for Dunn Edwards Paints at 2775 Pacific Coast Highway.

**Section 2.** Hermosa Beach Municipal Code Section 17.50.030 defines a mural as "a pictorial representation not specifically identifying goods or services offered by the business on the premises."

**Section 3.** Hermosa Beach Municipal Code Section 17.50.130(B) provides that murals approved by the Planning Commission may be permitted, and in its review the Planning Commission may waive specific provisions of the City's sign regulations related to total sign area, coverage, height, type and style.

**Section 4.** The Planning Commission at its public meeting of September 18, 2018 considered testimony and evidence, both written and oral.

**Section 5.** The proposed display is not a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(a), because the mural display is to be painted directly on the south wall of the existing building, and will not result in a direct or reasonably foreseeable indirect physical change in the environment.

**Section 6.** Based on the evidence received at the public meeting, the Planning Commission makes the following findings:

1. The display meets the definition of a mural as set forth in Hermosa Beach Municipal Code Section 17.50.030, because:
  - a. The business on the premises sells architectural, industrial, and high performance paints, and the proposed display, a pictorial representation of beach culture and marine life, does not specifically identify goods or services offered by the business on the premises.
2. Pursuant to Zoning Ordinance Section 17.50.130(B), it is appropriate to waive the specific provisions of the sign code pertaining to sign area, cover, height, type and

style for the subject 1,980± square foot mural displays because the display meets the definition of a mural.

**Section 6.** The proposed display, which depicts a volleyball player at the beach. Pier Plaza, the Hermosa Beach Pier with a statue of surf hero and legendary lifeguard Tim Kelly beside the image, and marine life, is consistent with the Hermosa Beach General Plan (PLAN Hermosa) because the future vision for the Pacific Coast Highway Corridor Character Area in which the subject property is located is a corridor that encourages new gateway monuments and signage to be added to promote Hermosa Beach's identity. The public realm design for this Character Area encourages that the prominence of entryways to Hermosa Beach should be increased through the provision of artwork, monuments, and signage along Pacific Coast Highway. The proposed display celebrates activities closely associated with the city's artistic culture that involves community groups, social events, and the larger community that participates in and values the beauty of public art and creative artistic expression.

**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.

VOTE:       AYES:  
              NOES:  
              ABSTAIN:  
              ABSENT:

#### CERTIFICATION

I hereby certify the foregoing Resolution P.C. 18-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 September 18, 2018.

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Marie Rice, Chairperson

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Ken Robertson, Secretary

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September 18, 2018

Date

Attachment 2

**Site Photograph**



South wall of existing building at 2775 Pacific Coast Highway

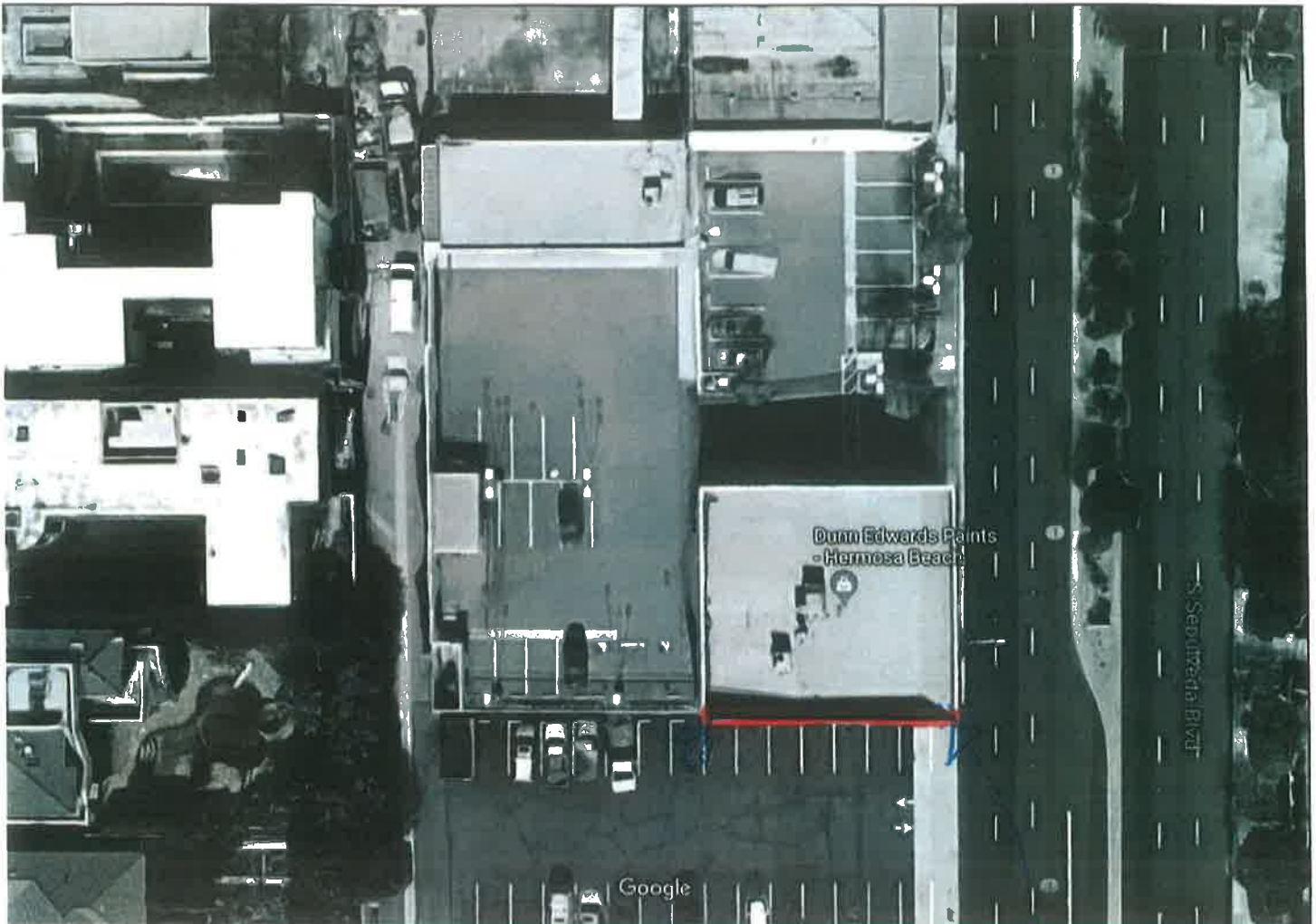








Google Maps



Imagery ©2018 Google, Map data ©2018 Google 20 ft

↑  
North

Wall is approx  
30' H x 66' W

RECEIVED

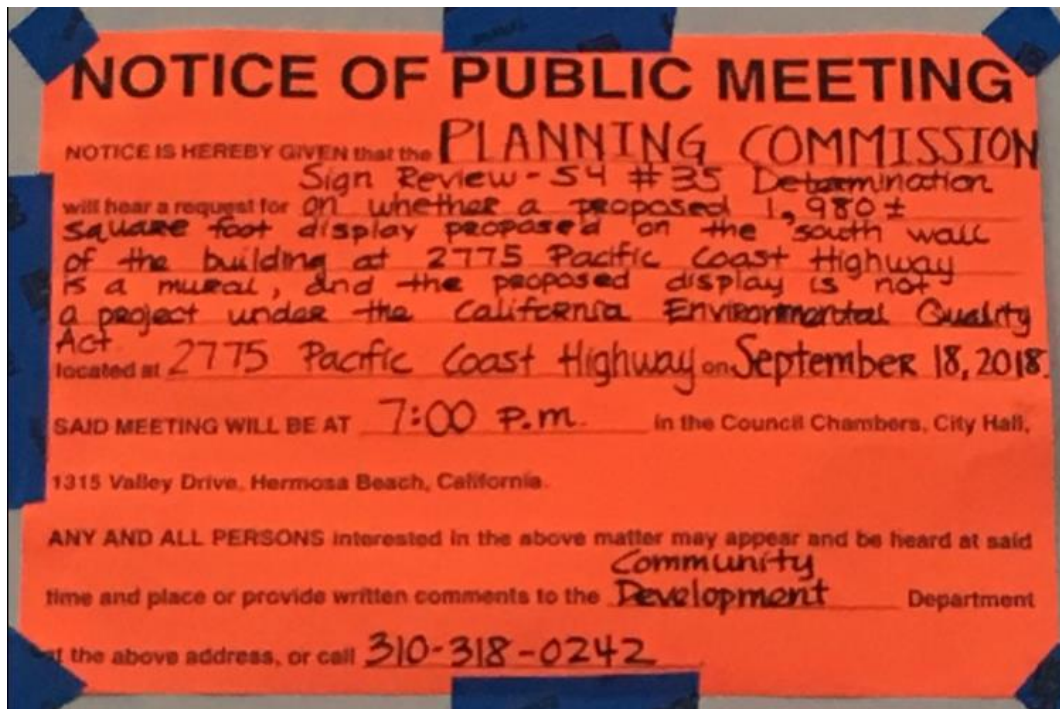
AUG 15 2018

COMMUNITY DEV. DEPT

2775 PCH

## Attachment 4

### Poster Verification







# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 18-0546

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**Honorable Chairman and Members of the Hermosa Beach Planning Commission**

**Regular Meeting of September 18, 2018**

Verbal Report on City Council Actions





# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 18-0547

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**Honorable Chairman and Members of the Hermosa Beach Planning Commission**

**Regular Meeting of September 18, 2018**

Verbal Report on major Planning Projects and reminder of October 1, 2018 Planning Commission Special Meeting for an Informational Session on the Draft EIR for the Strand and Pier Hotel Project



## Staff Report

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### Staff Report

REPORT 18-0565

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### Honorable Chairman and Members of the Hermosa Beach Planning Commission

### Regular Meeting of September 16, 2018

October 1, 2018 Special Planning Commission Tentative Future Agenda Item and October 16, 2018  
Planning Commission Tentative Future Agenda Items

### **Recommended Action:**

Receive and file the October 1, 2018 Special Planning Commission tentative future agenda item and October 16, 2018 Planning Commission tentative future agenda items.

### **Attachment:**

1. Planning Commission Tentative for Agenda 10-1-18 and 10-16-18

Respectfully Submitted by: Frances Estrada, Building and Planning Technician

Concur: Kim Chafin, Planning Manager

Approved: Ken Robertson, Community Development Director

## Tentative Future Agenda

PLANNING COMMISSION  
City of Hermosa Beach

**October 1, 2018**  
**Special Meeting**  
**7:00 P.M.**

Project Title	Public Notice	Meeting Date
Strand and Pier Hotel – Draft EIR: First public meeting/informational session on the draft EIR for the proposed Strand and Pier Hotel project adjacent to The Strand between Pier Plaza and 13 <sup>th</sup> Street on Monday, October 1, 2018 at 7pm in Council Chambers.	9/6/18	10/1/18

## Tentative Future Agenda

PLANNING COMMISSION  
City of Hermosa Beach

**October 16, 2018**  
**Regular Meeting**  
**7:00 P.M.**

Project Title	Public Notice	Meeting Date
1602 Loma Drive – Conditional Use Permit, Precise Development Plan & Vesting Tentative Parcel Map No. 78251 for a 2-unit condo	10/4	10/16
821 Loma Drive – Conditional Use Permit, Precise Development Plan & Vesting Tentative Parcel Map No. 76050 for a 2-unit condo	10/4	10/16

f:\b95\cd\pcl\future items\tent. future agendas\planning commission tentative agenda 10-16-18



## Staff Report

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### Staff Report

REPORT 18-0543

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**Honorable Chairman and Members of the Hermosa Beach Planning Commission**

**Regular Meeting of September 18, 2018**

Community Development Department Activity Report of July, 2018

**Recommended Action:**

To receive and file the July, 2018 Community Development Department activity report.

**Attachment:**

1. Community Development Department activity report of July, 2018

Respectfully Submitted by: Gina Konrad, Administrative Assistant

Approved: Ken Robertson, Community Development Director



City of Hermosa Beach  
Community Development Department

Activity Report

**JULY, 2018**

**BUILDING DIVISION MONTHLY REVENUE REPORT**

NUMBER OF PERMITS

TYPE OF ACTIVITY	CURRENT MONTH	THIS MONTH LAST FY	FY TO DATE	LAST FY TO DATE	LAST FY TOTAL
Building	48	29	48	29	515
Plumbing	15	26	15	26	256
Mechanical	18	15	18	15	177
Electric	25	31	25	31	321
Plan Check	29	23	29	23	237
Sewer Use	2	0	2	0	11
Res. Bldg. Reports	17	14	17	14	230
Parks & Recreation	0	0	0	0	0
In Lieu Parks & Rec	3	1	3	1	14
Board of Appeals	0	0	0	0	0
Sign Review	3	3	3	3	32
Fire Flow Fees	5	4	5	4	59
Legal Determination	0	0	0	0	0
Zoning Appeals	0	0	0	0	0
Temporary Sign	9	2	9	2	18
Gen. Plan Maintenance	19	4	19	4	65
<b>TOTALS</b>	<b>193</b>	<b>152</b>	<b>193</b>	<b>152</b>	<b>1,936</b>

FEES COLLECTED

TYPE OF FEE	CURRENT MONTH	THIS MONTH LAST FY	FY TO DATE	LAST FY TO DATE	LAST FY TOTAL
Building	\$61,261.82	\$35,803.79	\$61,261.82	\$35,803.79	\$506,838.00
Plumbing	\$3,753.00	\$7,381.00	\$3,753.00	\$7,381.00	\$65,786.10
Mechanical	\$3,929.00	\$2,357.00	\$3,929.00	\$2,357.00	\$42,084.30
Electric	\$7,386.00	\$9,380.00	\$7,386.00	\$9,380.00	\$91,513.60
Plan Check	\$22,198.85	\$59,214.83	\$22,198.85	\$59,214.83	\$636,657.81
Sewer Use	\$1,384.00	\$0.00	\$1,384.00	\$0.00	\$45,394.98
Res. Bldg. Reports	\$4,029.00	\$3,220.00	\$4,029.00	\$3,220.00	\$53,908.20
Parks & Recreation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
In Lieu Parks & Rec.	\$26,412.00	\$13,528.00	\$26,412.00	\$13,528.00	\$150,758.00
Board of Appeals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sign Review	\$1,839.00	\$1,785.00	\$1,839.00	\$1,785.00	\$17,626.00
Fire Flow Fees	\$2,083.68	\$1,090.02	\$2,083.68	\$1,090.02	\$15,549.87
Legal Determination	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Zoning Appeals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Temporary Sign	\$732.00	\$160.00	\$732.00	\$160.00	\$1,453.00
Gen. Plan Maintenance	\$13,488.00	\$6,597.00	\$13,488.00	\$6,597.00	\$87,840.00
<b>TOTALS</b>	<b>\$148,496.35</b>	<b>\$140,516.64</b>	<b>\$148,496.35</b>	<b>\$140,516.64</b>	<b>\$1,715,409.86</b>

**July 2018**

**CODE ENFORCEMENT ACTIVITIES**

\*Patrol Checks are citywide proactive patrols.

TYPE OF ACTIVITY	CURRENT MONTH	THIS MONTH LAST FY	FY TO DATE	LAST FY TO DATE
Radio Calls	13	18	13	109
Citations	1	17	1	47
Citizen Contacts	140	57	140	933
Patrol Checks*	82	168	82	1133
Short term vacation rentals Cases**	18	0	18	82
Smoking	429	303	429	4128
Trash can storage	42	9	42	137
Sign violations	27	19	27	92
Construction	25	19	25	173
Noise	13	4	13	82
Public Nuisance	17	13	17	78
Encroachment	18	5	18	82
CUP Violations	24	8	24	29
Storm water pollution	7	5	7	39
Clean Bay Inspections	3	0	3	37
Styrofoam	0	0	0	6
Plastic bag ban	2	0	2	35
Miscellaneous complaints***	44	19	44	194

\*\*Short Term Vacation Rentals Cases are properties receiving citations.

\*\*\*Miscellaneous complaints are any other violations not listed.

**BUILDING INSPECTION ACTIVITIES**

CURRENT MONTH	THIS MONTH LAST FY	FY TO DATE	LAST FY TO DATE
247	251	247	251

**CITY OF HERMOSA BEACH  
COMMUNITY DEVELOPMENT DEPARTMENT  
BUILDING DIVISION  
BUILDING PERMITS ISSUED REPORT MONTH OF JULY, 2018**

TYPE OF STRUCTURE			PERMITS	DWELLING UNITS	VALUATION
1	101	New Single Family Houses Detached	6	6	\$4,656,440
2	102	New Single Family Houses Attached			
3	103	New Two Family Buildings			
4	104	New 3 or 4 Family Buildings			
5	105	New 5 or More Family Buildings			
6	213	New Hotels/Motels			
7	214	New Other Non Housekeeping			
8	318	New Amusement & Recreation			
9	319	New Churches/Other			
10	320	New Industrial Buildings			
11	321	New Parking Garages.			
12	322	New Service Stations/Repair Garages			
13	323	New Hospitals/Other Institutional			
14	324	New Offices/Banks			
15	325	New Public Works/Utility Buildings			
16	326	New Schools/Other Educational			
17	327	New Stores/Other Merch Bldgs.			
18	328	New Other Non Residential Buildings			
19	329	New Structures Other Than Building	7		\$212,500
20	434	Add/Alter Dwelling/Pools	30		\$736,451
21	437	Add/Alter Non Residential	4		\$173,260
22	438	Residential Garages/Carports			
23	645	Demolition - Single Family Houses	1	1	\$5,000
24	646	Demolition - 2-Family Buildings			
25	647	Demolition - 3-4 Family Buildings			
26	648	Demolition - 5+ Family Buildings			
27	649	Demolition - All Other Buildings			
28	434/ 437	Solar System (Fee waived if 2 or more systems are installed)			

48

\$5,783,651

TOTAL UNITS ADDED FY 2018-19 TO DATE: 6 (Including One Unit Gained from  
Converting Maids Quarters to Dwelling Unit)

TOTAL UNITS DEMOLISHED/LOST FY TO DATE: 1 (See Attached List)

TOTAL NET UNITS FY TO DATE: 5

<u>FY 2015-16</u>	<u>FY 2016-17</u>	<u>FY 2017-18</u>
Total New Dwelling Units: 49	Total New Dwelling Units: 53	Total New Dwelling Units: 34
Total Demolished/Lost Units: 68	Total Demolished/Lost Units: 58	Total Demolished/Lost Units: 50
Net Unit: -19	Net Unit: -5	Net Unit: -16

**Dwelling Units Demolished/Lost as of July, 2018 (FY 2018-19)**

ADDRESS	TYPE	PERMIT DATE	PERMIT NO.	NO. OF UNIT
434 30 <sup>th</sup> Street	Single Family Residence	7/19/18	B18-00338	1

Total: 1

Reimbursement for EIR Contract Services

Project	EIR Consultant	Total Contract Amount	Cumulative Contract Expenses (Reimbursed)	Cumulative City Administrative Reimbursement
Skechers	Rincon	\$361,569	\$283,273.85	\$42,491.08
Strand and Pier Hotel	Amec Foster Wheeler	\$330,035	\$278,850.13	\$27,885.01



## ACTIVITY REPORT

### COMMUNITY DEVELOPMENT DEPARTMENT PLANNING DIVISION

/

July, 2018

#### STAFF REPORT PREPARED

SUBJECT	THIS MONTH	THIS MONTH LAST FY	FY TO DATE	LAST FY TO DATE	LAST FY TOTAL
Appeal / Reconsideration	0	0	0	0	0
Conditional Use Permit (C.U.P.) - Condominiums	0	3	0	3	6
Conditional Use Permit (C.U.P.) - Commercial	1	0	1	0	2
C.U.P. / Precise Development Plan Amendment	2	0	2	0	1
Conditional Use Permit Modification / Revocation	0	0	0	0	1
Conditional Use Permit / Map Extension	0	0	0	0	0
Environmental Impact Report	0	0	0	0	0
Final Map	0	1	0	1	1
General Plan Amendment / Update	0	0	0	0	0
Height Limit Exception	0	0	0	0	0
Lot Line Adjustment	0	0	0	0	0
Precise Development Plan	1	0	1	0	0
Parking Plan	1	0	1	0	4
Vesting Tentative Parcel Map	0	0	0	0	0
Text Amendment	2	1	2	1	7
Transit	0	0	0	0	0
Variance	0	0	0	0	0
Zone Change	0	0	0	0	0
Miscellaneous	10	8	10	8	24
Total Reports Prepared	0	13	0	13	38

NOTE: A staff report may be written for one or more of the items listed above, but it will be listed and counted only once.

CONCUR:

  
\_\_\_\_\_  
Ken Robertson, Director  
Community Development Department

Respectfully submitted,

  
\_\_\_\_\_  
Gina Konrad  
Administrative Assistant

NOTED:

\_\_\_\_\_  
John Jalili  
Interim City Manager

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