

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:

PLAZA HERMOSA	ALLOWABLE	TO REMAIN OR PROPOSED
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.

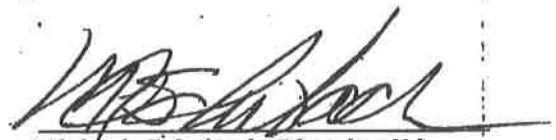
The proposed Pacific Coast Highway sign needs a variance to height because of the limited visibility along the street frontage, and the number of tenants requiring exposure on the property. There is need for project signs large enough to provide adequate sign area for the number of tenants. Further the 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

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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

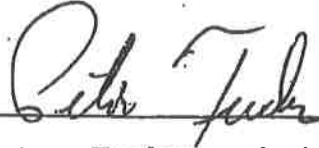
14 Noes Commrs. DiMonda

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