

APPENDIX G

COASTAL DEVELOPMENT/DESIGN

APPENDIXCOASTAL DEVELOPMENT/DESIGNIntroduction

This section, in part, will focus on the coordination of the various development trends and alternative methods to create an effective and efficient development policy within the Coastal Zone of the City. Development within the City has, over the last ten years, created concern in five specific areas: 1) residential density, 2) view preservation, 3) parking availability, 4) preservation of existing residential stock and neighborhood character, and 5) commercial vitality in the downtown area. Many of these concerns have previously been discussed in both the parking and housing sections. Further discussion on residential density, parking availability and residential stock will be limited and directed in coordinating development guidelines.

Design/Character

The character and design of structures within the City is a unique mixture of old and new. The buildings that have been constructed throughout the City's history reflect both varied construction techniques used over the past 80 years and also the varied lifestyles of the residents in the community. The community's main attraction, other than the beach, is the variety and unique mixture of land uses. Throughout the years, Hermosa Beach residents have been adamant in retaining an informal "beach cottage" atmosphere for the City.

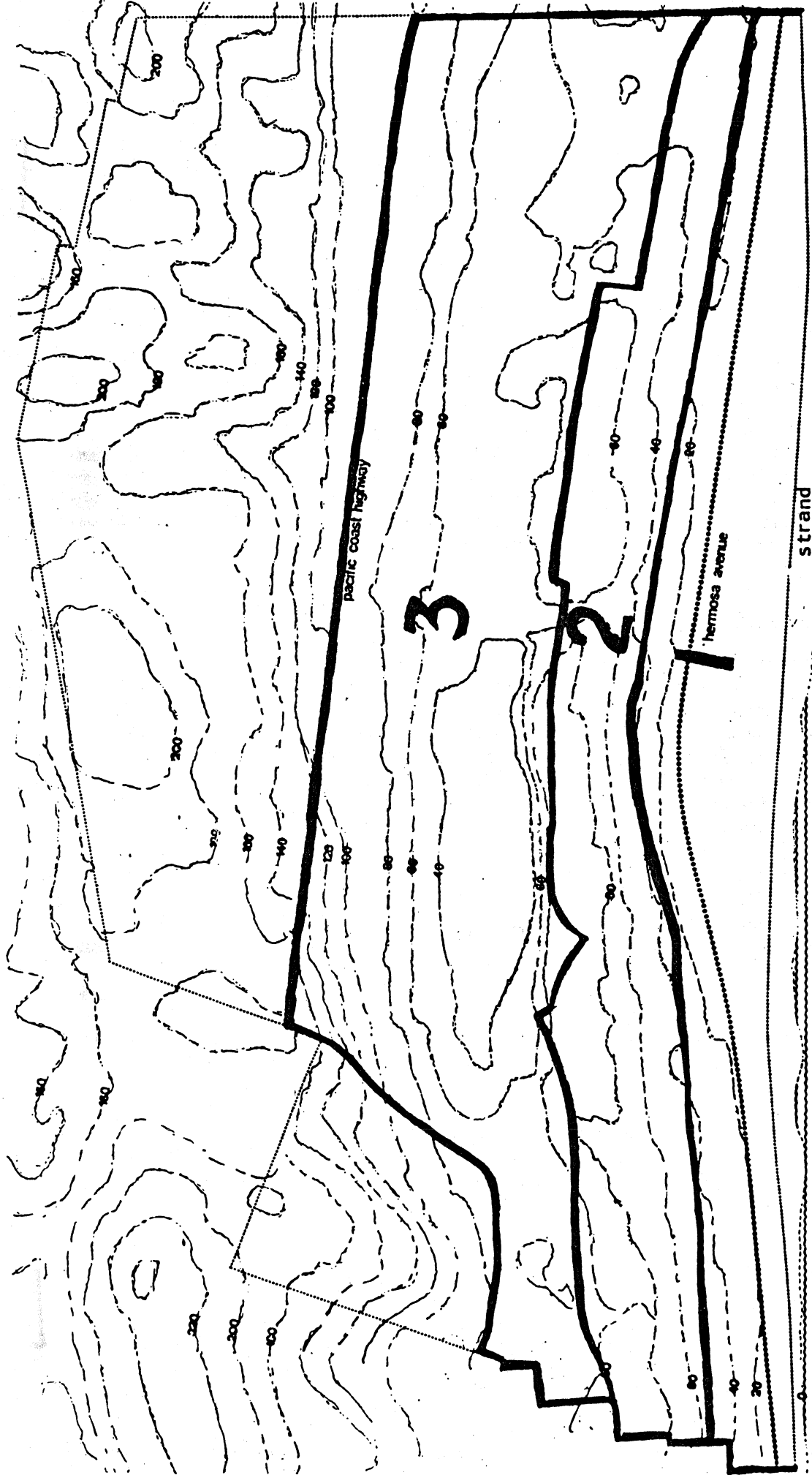
Elements which define the character of a City vary. Physical features such as buildings, topography and special land forms (i.e. an ocean beach) play an important role in determining an area's character. In addition to these physical elements, other less definable social and cultural elements serve to clarify an area's ultimate character. This report will not attempt to address the social/culture elements which make up the City's character other than to point out that neither Manhattan Beach nor Redondo Beach (which have similar physical features) reflect the unique community character which is exhibited in Hermosa Beach.

The main physical elements which define the character of Hermosa Beach are: Topography, building height/scale, building architecture, land use mixture, landscaping and commercial signing. Each element contributes to the design of the Coastal Zone and together set an overall tone for the City.

Topography

Hermosa Beach is blessed with an ocean beach and the topography to provide multiple views of the ocean. The City has a series of 60 foot and 140 foot dunes which traverse north to south paralleling the beach.

FIGURE XXI



hermosa beach
topography

Both areas provide a substantial panoramic view to the west. The view provided by the height of the dune areas is utilized in many instances to advantage in residential construction. The vistas provide an open-airy and pleasant westward view corridor. As Figure XXIII illustrates, any viewshed areas exist within the Coastal Zone. Development within the City has, however, reduced many of these vistas to narrow corridors along east-west streets.

Building Height/Scale

The scale of the City is subdued and reflective of the natural contours of the beach and dune areas. The City, at present, does not contain any large obtrusive structures. Building height for all areas are controlled by zoning height limitations. Present height restrictions is the basic view preservation mechanism utilized by the City. The maximum building height allowable in the City is 3 stories or 45 feet, for commercial property and 35 feet for residential property (see Table XXV).

TABLE XXV

BUILDING HEIGHT RESTRICTIONS



<u>Zone</u>	<u>Height Limits*</u>
R-1 (single family)	2 stories or 25 feet
R-2 (two family)	2 stories or 30 feet (the lessor of)
R-2B (limited multiple fam.)	2 stories or 30 feet (the lessor of)
R-3 (multiple family)	35 feet
R-P (residential-professional)	3 stories or 45 feet (the lessor of)
C-1 (limited commercial)	3 stories or 45 feet (the lessor of)
C-2 (general commercial)	3 stories or 45 feet (the lessor of)
C-3 (highway commercial)	3 stories of 45 feet (the lessor of)
M-1 (light industrial)	2 stories or 35 feet (the lessor of)

*Building height is measured from the existing or finished grade vertically adjacent to the exterior walls to the uppermost point of the building.

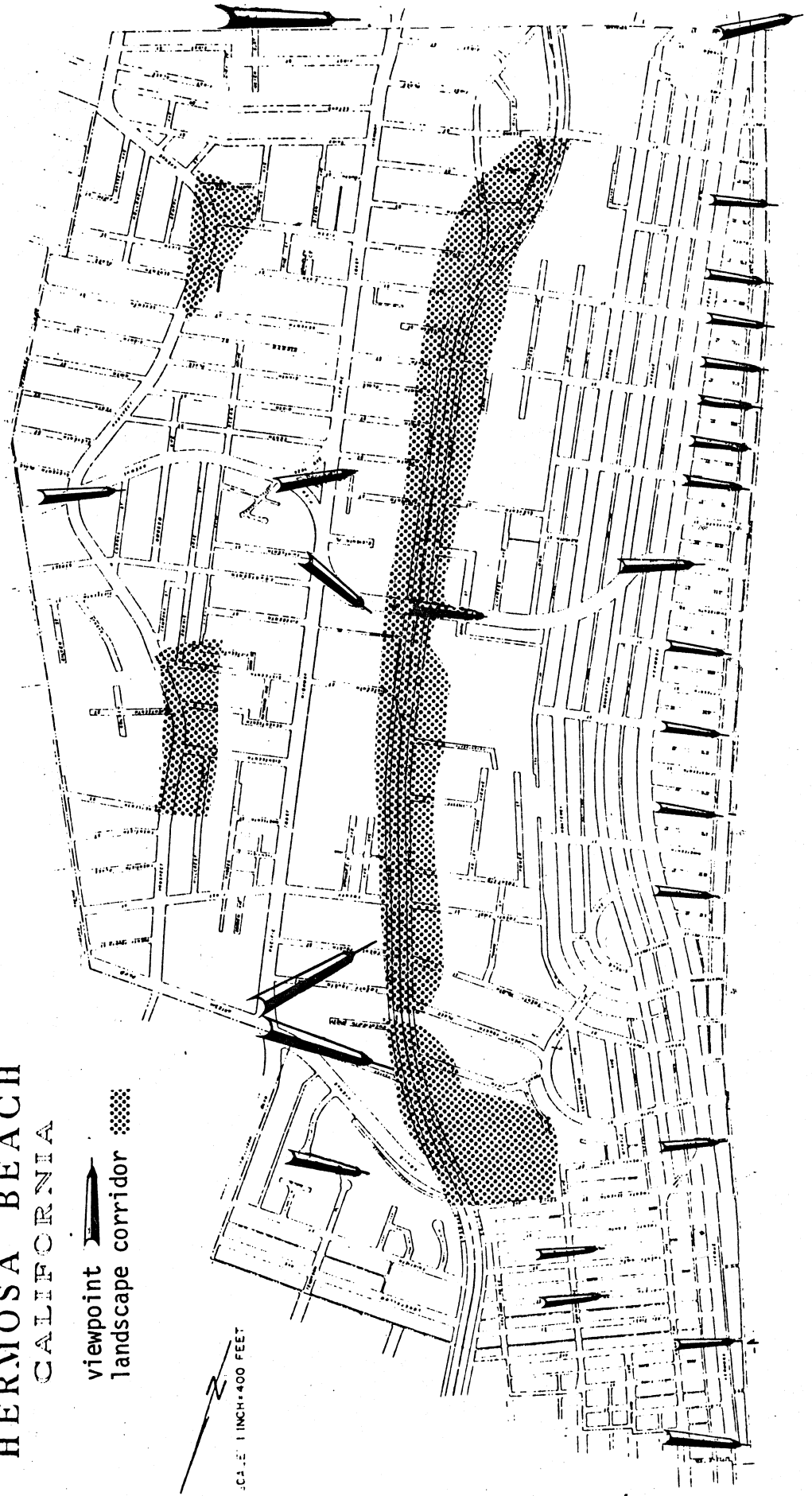
Limiting the building height has generated the low profile characteristic of the City. However, even the restrictive nature of the height limitations has resulted in the elimination of view corridors for residents. Initially, most of the residential structures within Hermosa

FIGURE XXII
VIEWSHED IN HERMOSA BEACH

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viewpoint 
landscape corridor 

 SCALE 1 INCH = 400 FEET



were one-story single family cottage homes. Through expansion of homes and the development of duplex and multiplex apartments, many viewshed areas have been eliminated except for the uppermost floor.

Building Architect

Through the City's development before the turn of the century, various building designs and styles have been constructed. Many were built to take advantage of the westward view of the ocean or open expanse of sky. The expanse of windows in most structures adds to the internal design aspects for the residence. Porches and decks are predominant throughout the City and provide additional areas for viewing and sunning.

Consistency of building design has, until recently, never occurred to a great extent in the City. The first wood cottages established over 80 years ago have for the most part been replaced by newer structures or been remodeled and refurbished. Intermittent new construction and individual redevelopment of structures has resulted in a potpourri of building designs that give a unique, individual character to each street in the City. The blandness that is so characteristic of many subdivisions is not prevalent in the City.

Land Use Mixture

Duplex and small multiple unit residential structures predominate in what was formerly a single family area. At the time the City adopted a zoning ordinance (1957) much of the existing development had occurred. The original zoning code was a reflection of the existing land uses in the City. To date, much of the existing layout of uses is representative of development before specific zones were clarified. As a result, the mixture of land uses within the City is related to past transportation routes and topography. The downtown commercial district was initially developed as a center created around the location of the Pier and the "Red Car" line. The area surrounding this commercial center expanded with residential development and historically has been the most densely populated area of the City.

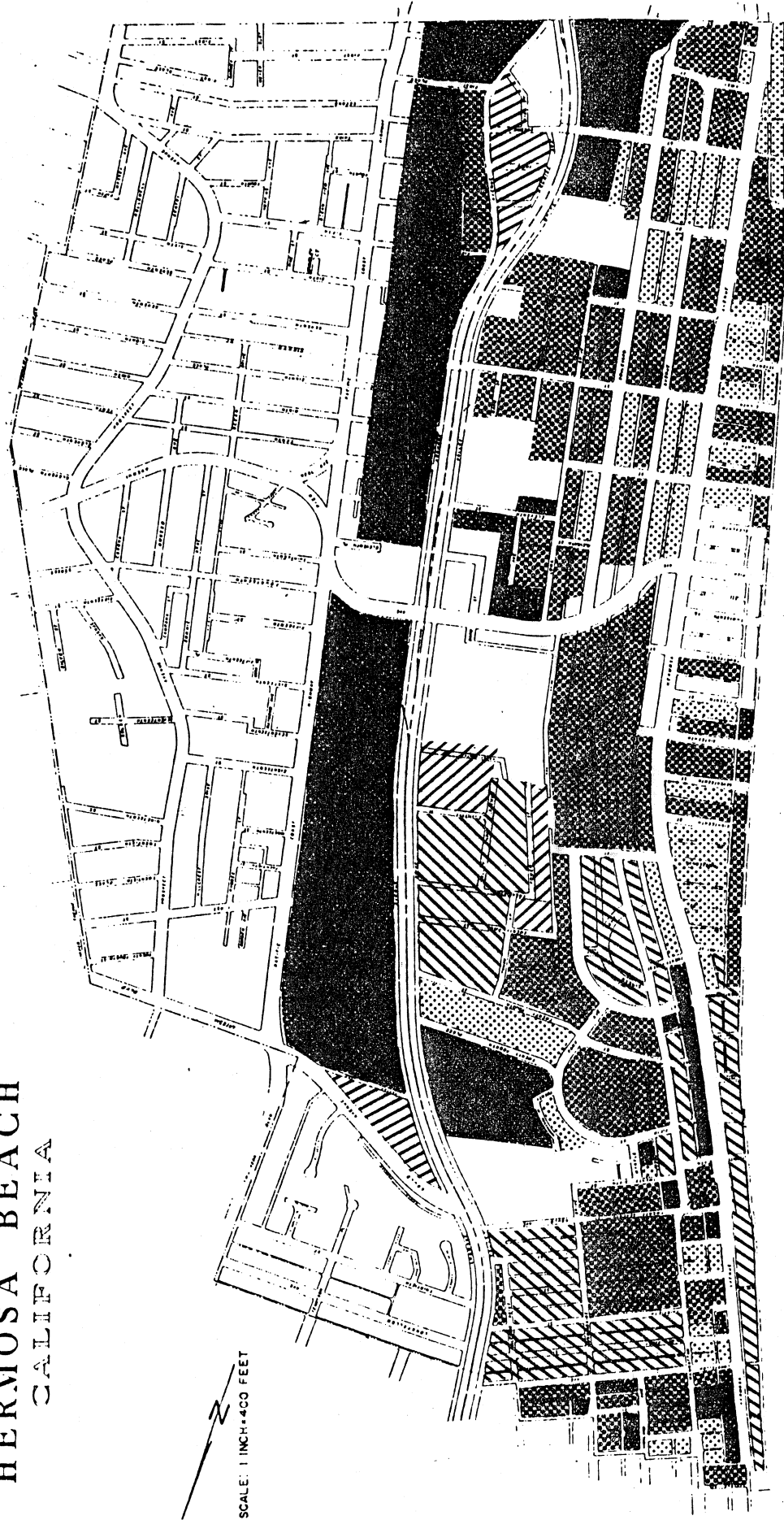
The mixture of single family and multiple family structures is predominant through the Coastal Zone. The variations in building use, design and height is characteristic of the indiscriminant redevelopment of lots over the years. The mixture of varying sized residences as well as the mixing of residential and commercial land uses help lend itself to an informal atmosphere. Mixed use of buildings (i.e. commercial/ residential) is very evident along and in commercial districts. The mixing of uses, once thought to be "poor" planning is now in many areas preferable, especially in areas with a high population density.

Compatible commercial uses such as a neighborhood market, laundry or cafe, if properly controlled and maintained, provides an asset to a neighborhood. Whereas, uses such as bars, auto service stations and movie theatres are not compatible to mixing with residential uses and

FIGURE XIII

EXISTING RESIDENTIAL SETBACK REQUIREMENTS

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- ▨ R-1 10% of lot depth, 10 feet max.
- ▤ 0-2 feet
- ▥ 3-5 feet
- 6-10 feet

SCALE: 1 INCH = 400 FEET

TABLE XXVI

RESIDENTIAL ZONE REQUIREMENTS

ZONE	USES	LOT AREA PER DWELLING UNIT	LOT COVERAGE	BLDG. HEIGHT	USABLE OPEN SPACE	YARD REQUIREMENTS		
						FRONT	SIDE	REAR
R-1	Single family dwellings, accessory building	1 lot/1 d.u.	65% max.	Max. 2-story or 25'	400 sq. ft. Min. dimension of 10'	10% of lot depth, min. 5' max. 10'	10% of lot width, min. 3'	Ground - 5' 2nd flr.-3' If alley, Grd. - 3', 2nd flr.-
R-2 & R-2B	Single family dwellings built to R-1 standards; duplexes; condominiums. (Lot less than 30' wide, S.F.D. only.)	1200 sq. ft./ 1 d.u.	65% max.	Max. 2-story or 30'	300 sq. ft. per d.u. Min. dimension of 7'	10% of lot depth, min. 5' max. 10'	10% of lot width, min. 3'	Ground - 5' 2nd flr.-3' If alley, Grd. - 3', 2nd flr.-
R-3	Multiple dwellings; (Lots less than 2400 sq. ft. = single family dwellings only.)	Min. 950 sq.ft./ 1 d.u.	65% max.	Max. 35'	200 sq. ft. per d.u.	As required on Zoning Map	10% of lot width min. 3' max. 5'	Ground - 5' If alley, Grd. - 3', 2nd flr.-
R-P	Residential use - develop to R-3 requirements ** Professional uses, subject to Conditional Use Permit	Same as R-3	70% max.	Max. 45' 3-story	Same as R-3	As required on Zoning Map	10% of lot width min. 3' max. 5'	Ground - 5' If alley, Grd. - 3', 2nd flr.-

** Exception: Less than 30 ft. lot width, single family dwelling only; Less than 40 ft. lot width or 4,000 sq. ft., two dwelling units only

DISTANCE BETWEEN BUILDINGS

R-1 & R-3 = Minimum of 8 ft. between habitable buildings, and 6 ft. between a habitable and an accessory building.
 R-2 & R-2B = Minimum of 6 ft. between all buildings.

OFF-STREET PARKING REQUIREMENTS

ATT dwellings: Two spaces per unit required
 Front 50 ft. of lot - Parking must be enclosed
 Rear of lot - Parking may be unenclosed

Note: Tandem parking allowed only on alleys or private driveways.

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TABLE XXVI (cont.)

ALL RESIDENTIAL ZONES

MINIMUM DWELLING UNIT SIZE: (Excluding porches, balconies, garages, or other such accessory structures or architectural features.)

Single Family Dwellings

- 2 bdrms. or less - 1000 sq. ft.
- 3 bdrms. or 2 bdrms. & den - 1300 sq. ft.
- 4 bdrms. or 3 bdrms. & den - 1600 sq. ft.
- More than 4 bdrms. - 1900 sq. ft.

Multi-family Dwellings

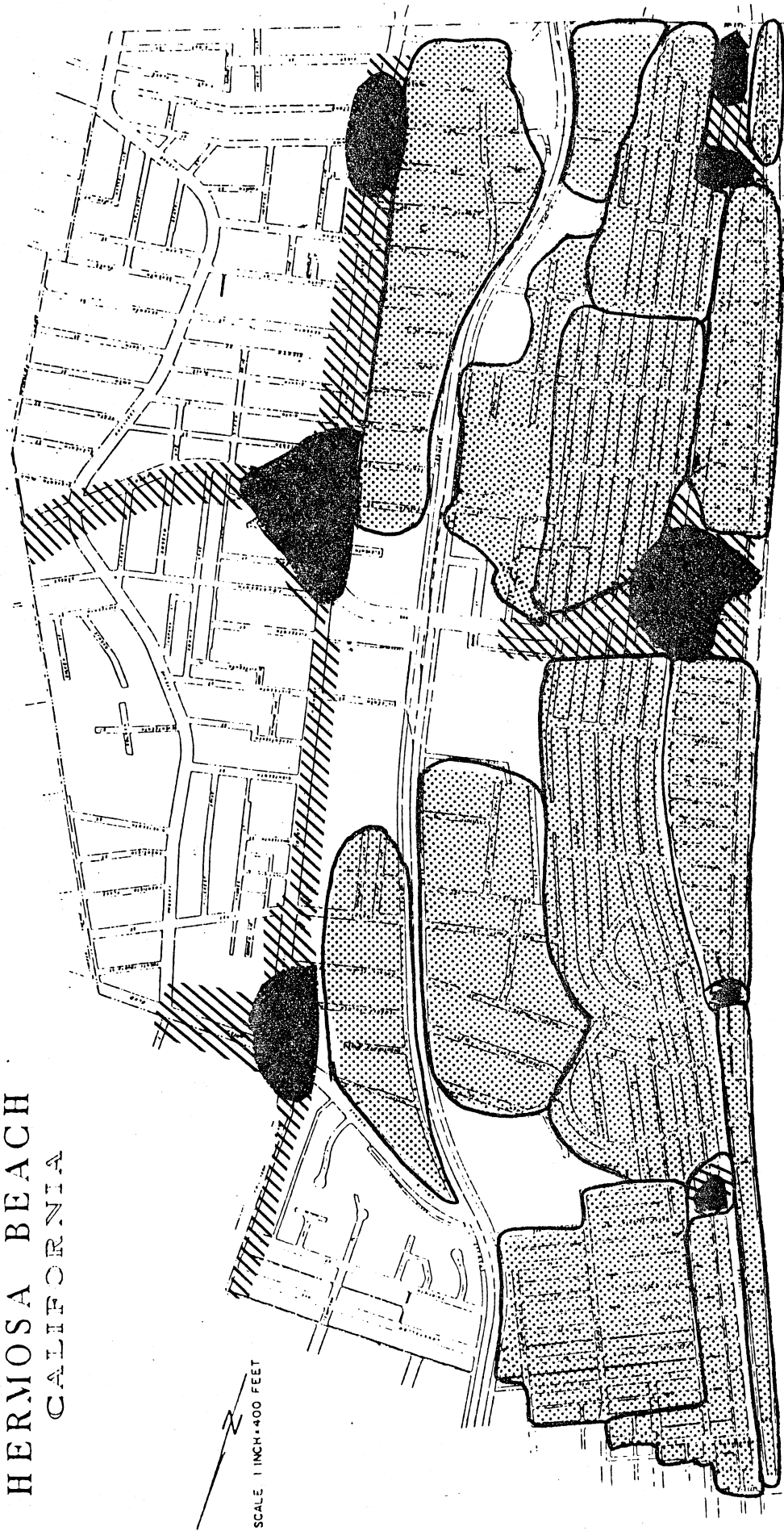
- 1 bdrm. or less - 600 sq. ft.
- 2 bdrms. - 900 sq. ft.
- 3 bdrms. - 1200 sq. ft.
- 4 bdrms. or 3 bdrms. & den - 1500 sq. ft.
- More than 4 bdrms. - 1800 sq. ft.

R-2B (2 Dwelling Units)

One unit shall consist of 1300 sq. ft. min.
The second unit shall consist of 750 sq. ft. min.

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COMMERCIAL AND RESIDENTIAL DISTRICTS



- Commercial Nodes
- Commercial Districts
- Residential Districts

would not serve as an asset to a neighborhood. Controlling the mixture of land uses, specifically within the downtown area, has always been a persistent problem for the City. Within this area, the mix of bars, recreational service outlets, and nearby residential units is not compatible and adjustments in restricting the uses has met varied successes.

Landscaping

Hermosa Beach, like most coastal communities, did not have a large amount of native landscaping. Dune grasses and shrubs have long been replaced by structures and imported vegetation. Although by some standards Hermosa Beach does not have a great amount of landscaping, the use of landscaping within certain residential neighborhoods is very significant. Landscaping within Areas 1 and 2 of the Coastal Zone is used exclusively for ornamentation providing a softening impact with the buildings so as not to interfere with the view. East of Loma Drive and throughout the valley portion of Area 3, trees provide both shading and a subdued neighborhood atmosphere. Continuing to maintain a sufficient amount of this "natural" landscaping within the Coastal Zone will be necessary to soften the visual impacts of new development as well as continue to add to the existing character of the neighborhoods.

Commercial/Industrial Signing

Signing within a neighborhood can both detract from the visual appearance of the area as well as complement the area. The function of graphics is for communication so suppliers of goods and services and their respective customers can locate each other. When the visual environment becomes overcrowded with graphic displays, the cumulative effect is negative, the viewer sees less rather than more. Signs that are appropriate for one particular use in a particular location may not be appropriate for a similar use at another location.

The City presently requires that all new, altered reconstructed or re-erected signs must acquire a permit. Review of all sign requests is conducted by the Building Department and the Hermosa Improvement Commission. The review of signs is conducted relative to the following general elements: location and height, size and thickness, projection, type, use, construction material, and design. The specific regulations and requirements for zone districts within the City governing signs is given in Appendix N.

Development

Recent development trends in the City have focused on residential development. Condominium construction in all areas of the City represents the primary new construction and redevelopment construction in the City. The increased demand in condominium construction has created several concerns on policies on development in general and residential development in particular. As outlined in the LCP Coastal Housing Section, Appendix H, the lack of available residential land

coupled with an increasing demand for housing has resulted in high land costs and high purchase and rent costs to residents. An indirect result, in many cases, of this phenomenon is the quick construction of speculative housing units. As speculative ventures, the designs of many buildings are very similar and many are exact copies adjusted to a different lot.

The most pervasive fact about condominium development is the ability of condominiums to dominate all other housing types in a neighborhood. Area 2 of the Coastal Zone has experienced the most intense condominium development in the City. Monterey and Manhattan Avenues have experienced the brunt of the new 2 and 3 unit condominium developments. The economic pressures to demolish existing adequate housing in this area is strong. The economic return for new condominium development approaches 100 percent. The housing victims for this type of housing tend to be older single family homes or duplexes. Many of the replaced structures merit removal; however, some are excellent candidates for rehabilitation.

Hermosa Beach is a community that is basically a fully-developed community which is going through a recycling process. In such a process, it is imperative to blend the old and new through preserving the assets of the community. New development should result in a revitalization of a neighborhood but guidelines must be established to insure that the existing fabric of the neighborhood is not destroyed in the process.

The absorption of condominiums within the framework of the City is growing and several potential problems may occur as a result. As indicated in the LCP Coastal Housing Section, parking demand exceeds what is presently required under new construction building codes. The present parking demand created per adult in the Coastal Zone is 1.29 vehicles. This figure relates to upwards of 200+ additional demand for parking spaces that would be generated by new housing construction.

In addition to increasing the parking demand, new condominium construction also contributes toward eliminating affordable housing for low and moderate income housing in the City. Many units suitable for rehabilitation or remodeling have been demolished in favor of the more "profitable" condominium development. Although attempts to guide such development contain risks, allowing the uncontrolled loss of adequate housing stock to continue may also result in greater risks.

Specific, procedural controls covering the design, quality and profusion of condominiums constructed in addition to the existing condominium ordinance could be instigated. Limitations on the number of condominium permits issued per year could, as is presently being done in the City of Davis, California, be accomplished in Hermosa. The limitation would be based on the reasonable ability of what new development the City could absorb.

Review of the permits could be conducted on a competitive basis, with those developments which best serve the community begin chosen. Specific development criteria during this permit procedure could be outlined to improve the housing stock in the community as well as maintain a well balanced range of housing for the various income levels in the City.

Commercial development and revitalization within the downtown area poses special concerns. As mentioned previously, the mix of the land uses within the Downtown/Pier area contributes to congestion and established locations for enforcement problems. The recreational/commercial/residential mix in this area does not provide a cohesive district. All these uses compete heavily for the limited parking spaces, street access, and pedestrian access routes. Specific commercial uses, however, promote the majority of crowd conflicts near the Pier area. The proliferation of bars, restaurants, and other high volume generators such as the recreation service shops establishes a development trend which may detract from the downtown commercial center. The downtown center has the potential to become a more viable commercial asset within the community.

Commercial development needs within the downtown area are: 1) to redirect the general commercial focal point from the Pier/Strand area to the more centrally located Pier/Hermosa Avenue intersection, 2) to enforce the existing laws governing alcoholic consumption, 3) to restrict the operating hours of establishments which contribute to the problems associated with the downtown area, 4) to enforce the existing regulations concerning trash, 5) encourage establishments to restrict selling or change the merchandise line of products which contribute to the litter problem in the area, and 6) encourage revitalization of the commercial structures through rehabilitation and improvement assessment districts.

By establishing a Planned Development Zone overlay, the City could encourage a creative approach in commercial development, and allow variety and flexibility while maintaining high standards of design. The design overlay zone would function with the existing zoning for the area and provide a means for requiring review and Planning Commission action on specific development plans in order to insure an orderly and harmonious development.

Appendix M outlines the form such an overlay zone would take. Advantages provided by the overlay zone is a specific mechanism to encourage better design and maintenance for developments within the zone. Provision could be established whereby conditional use permits must be acquired not only upon initial development but also must be periodically reviewed pursuant to the operation of the development. Specific non-arbitrary review criteria and guidelines would need to be established in conjunction with the design overlay concept for it to be successful.

Development Findings

Hermosa Beach is a unique coastal community with cultural and historic significance and a scale and character not found elsewhere along the California coast.

It is the rich and varied character of residential development, as well as the area's natural coastal resources, which make the area of such region-wide significance as an important visitor destination.

Hermosa Beach is within an already urbanized area having adequately planned sites for public coastal recreation.

Environmental, public use, and visual considerations pose important constraints and modifying factors for private development in the Coastal Zone; future residential and commercial development must be guided to insure that the existing community character and resources are not eliminated.

Biltmore Analysis

The following table analyzes varying alternative developments for the Biltmore site. This site can offer combinations of developments at various densities. It may be utilized in some manner to assist in providing the City alternatives for providing low and moderate income housing. This analysis looks at the maximum development potential, the compatibility of the development to the surrounding land uses, how it addresses the Coastal Act policies, how it addresses the City's existing goals and policies for the site, the development's financial feasibility under existing market conditions and the developments general impact on the environment.

The intended development envisioned for the old Biltmore Hotel site was for a recreational-oriented commercial development. The development guidelines previously established generally dictated a commercial development which would incorporate a mixture of commercial uses set in a mall-type of atmosphere. Land prices for the Strand/Downtown area dictate that commercial uses would, by necessity, need to be of a high income-producing quality in order to be successful on the site. Seasonal or high volume/ low overhead type of operations should not be allowed to develop on the site, unless they are complementary to the other commercial uses.

The Biltmore site has the potential to set a tone for revitalizing the downtown/commercial district. To allow the site to remain vacant would neither further the vitality of the commercial area nor would it improve the visual character of the City. Flexibility for development should be encouraged for any future proposals; however, the quality and financial feasibility of the proposal should be of highest priority.

The size of the site provides sufficient room for not only a multiplicity of commercial uses, but also for office or some form of residential use. From a financial standpoint, a sufficient mix of office use could establish a strong land use which would benefit the existing downtown/commercial businesses. Additionally, a proportion of some type of residential development could be encouraged to provide a well-balanced financial incentive for quality development on the site.

Developing the Biltmore site with a mix of high quality commercial and office uses, although they may not directly be providing recreational access, will help to stabilize and improve the existing commercial/recreational businesses in the area. Hermosa Beach presently provides more than adequate recreational access and services. To establish more recreational services without the need for such services would not fulfill the City's development goals.

Existing Coastal Act Policies: Development

30240. (b) Development in areas adjacent to environmentally-sensitive habitat areas and parks and recreation areas shall be sited and designed to prevent impacts which would significantly degrade such areas and shall be compatible with the continuance of such habitat areas.

30250. (a) New development, except as otherwise provided in this division, shall be located within, contiguous with, or in close proximity to existing development areas able to accommodate it or, where such areas are not able to accommodate it, in other areas with adequate public services and where it will not have significant adverse effects, either individually or cumulatively, on coastal resources. In addition, land divisions, other than leases for agricultural uses, outside existing developed areas shall be permitted only where 50 percent of the usable parcels in the area have been developed and the created parcels would be no smaller than the average size of surrounding parcels.

(b) Where feasible, new hazardous industrial development shall be located away from existing developed areas.

(c) Visitor-service facilities that cannot feasibly be located in existing developed areas shall be located in existing isolated developments or at selected points of attraction for visitors.

30251. The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and where feasible, to restore and enhance visual quality in visually degraded areas. New development in highly scenic areas such as those designated in the California Coastline Preservation and Recreation Plan prepared by the Department of Parks and Recreation and by local government shall be subordinate to the character of its setting.

30252. The location and amount of new development should maintain and enhance public access to the coast by 1) facilitating the provisions or extension of transit service, 2) providing commercial facilities within or adjoining residential development or in other areas that will minimize the use of coastal access roads, 3) providing non-automobile circulation within the development, 4) providing adequate parking facilities or providing substitute means of serving the development with public transportation, 5) assuring the potential for public transit

FIGURE XXV

LAND USES SURROUNDING THE BILTMORE SITE

- |||| Single Family Homes
- /// Multiple Family Houses
- ⊘ Commercial
- City Owned

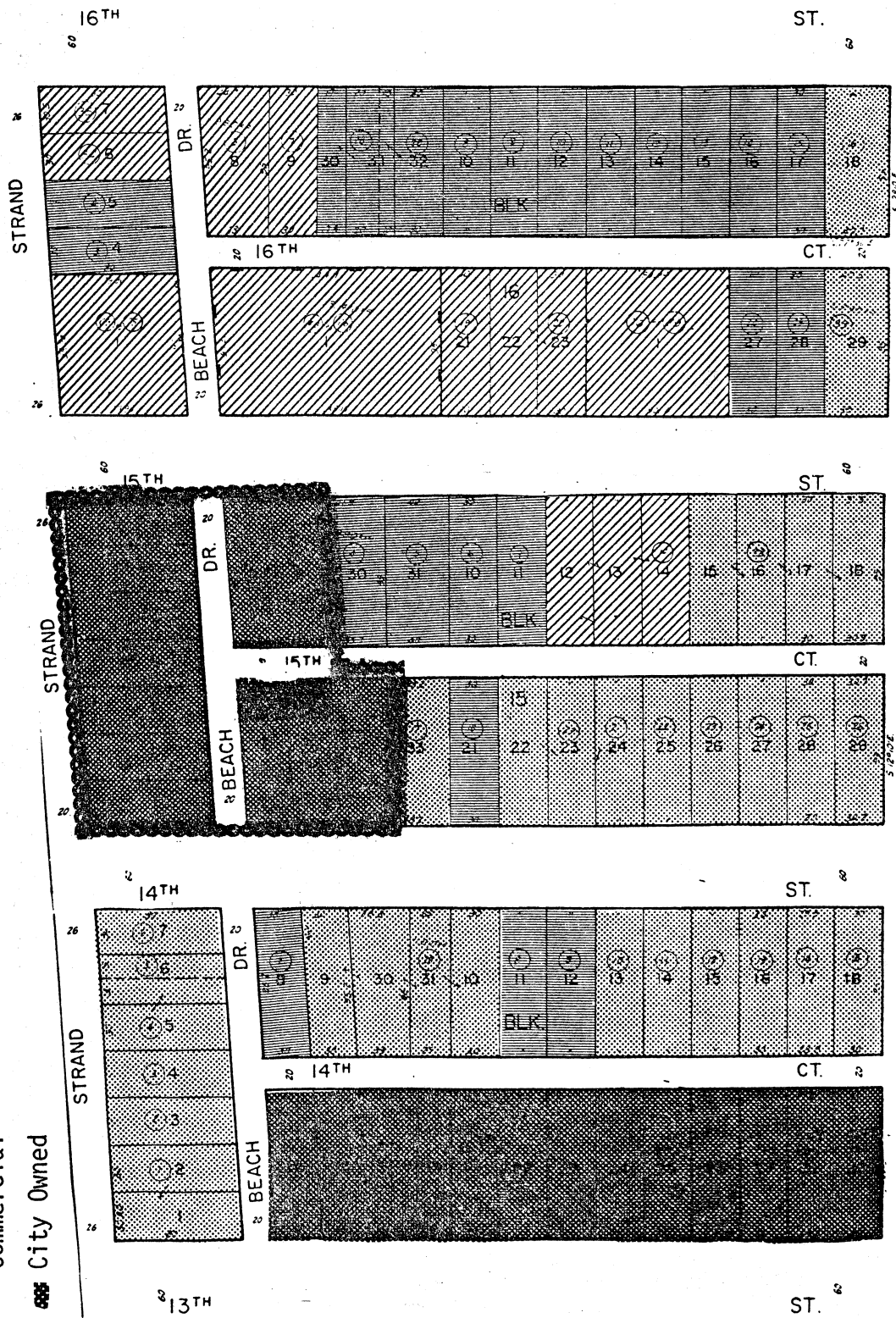


TABLE XXVII
BILTMORE DEVELOPMENT ALTERNATIVES

ALTERNATIVE USE	MAXIMUM DEVELOPMENT POTENTIAL (UNITS/ SQ. FT.)	COMPATIBILITY TO THE SURROUNDING AREA	ADDRESS COASTAL ACT POLICIES	ADDRESS CITY GOALS & POLICIES	FINANCIAL FEASIBILITY	ENVIRONMENTAL IMPACTS
Existing Biltmore Site	<p>The site has been held by the City for a number of years. The site is presently vacant west of Beach Drive (recently vacated) and consists of vacant and a small parking lot east of Beach Drive. The total square footage of the site (including Beach Drive) is approximately 37,160 square feet (.85 acres). Underlying the top layer of dirt, the site has some of the original hotel foundations, swimming pool, and utilities.</p>	<p>As a vacant lot, the site does provide an open space within the downtown/beach area. The site, however, does act as a trash and animal manure collector and must be cleaned periodically. While vacant, the site has created an open view shed for the residential uses to the north and east. Views, which under nearly all types of development on the site would eliminate or at least impair.</p>	<p>As a vacant lot, the site satisfies very few coastal policies. The opening of beach and ocean views for residents in the area is beneficial; however, appropriate development of the site may overall serve the coastal act policies to a greater degree.</p>	<p>The site at present serves no city policies or goals. Future development would need to address the site's C-2 (General Commercial) and General Plan (Commercial/Recreational) land use designations.</p>	<p>Not applicable</p>	<p>The only negative environmental aspect the vacant lot has is as a receptacle for litter and wastes.</p>
C-2 General Commercial	<p>Under the present zoning requirements, the maximum square foot for development could be 100% of the site. On-site parking would be 1 space for each 300 square feet of gross floor area. The maximum height for the structure would be the lesser of 45 feet or 3 stories. At 3 stories, the development could at a maximum consist of approximately 100,000 square feet gross development, 60,000 sq. ft. would need to be devoted to parking (171 spaces) and aisles. Realistically, however, most developments would go through a commercial planned development procedure and result in a much lower total gross floor area. Development could consist of a mixture retail shops, cafe, and/or offices.</p>	<p>Commercial development of the site, depending on the ultimate mixture of uses, would be compatible with the surrounding uses. Commercial uses exist to both the south and east of the site. Multiple family units exist to the north and are 2½ stories in height. The only area which may be in conflict with this type of development would be the isolated single family residences to the east. Development of the site would eliminate some of the view these households have enjoyed since the demolition of the hotel.</p>	<p>Policies within the Coastal Act encourage the creation of some commercial development in the coastal zone if it can be determined it would serve the beach recreation user. Most commercial developments allowed in the C-2 zone are not directly related to serving beach users; however, Hermosa Beach has established a full range of commercial land uses which presently meet the needs of the recreational user.</p>	<p>The site is zoned C-2 (General Commercial) and designated as Commercial Recreation in the City's General Plan. Commercial development of the site would conform to established city policies for the site. Commercial recreation refers to activity such as motels, theatres, entertainment establishments such as night clubs, and shops.</p>	<p>Financially, the site is feasible to be developed for commercial uses; however, the retail shops and other uses would need to be of a higher level than exists in the nearby Pier/Strand area. Offices, if mixed with shops, could provide sufficient return for the development to succeed. The site could provide an impetus for further commercial/office development in the area.</p>	<p>The site was previously developed as a hotel and is surrounded by fully developed lots. Minimal physical impact would occur to the site, however, a significant increase in local street traffic could develop if a large amount of parking were provided with the development.</p>

TABLE XXVII. (cont.)
BALTIMORE DEVELOPMENT ALTERNATIVES

ALTERNATIVE USE	MAXIMUM DEVELOPMENT POTENTIAL (UNITS/SQ. FT.)	COMPATIBILITY TO THE SURROUNDING AREA	ADDRESS COASTAL ACT POLICIES	ADDRESS CITY GOALS & POLICIES	FINANCIAL FEASIBILITY	ENVIRONMENTAL IMPACTS
Residential Development Medium Density (14-25 du/a)	Development would be similar to that undertaken with the similar alternative development for the Boatyard site. The maximum number of condominium units allowable would be approximately 14 units.	Medium density residential would be compatible to the surrounding uses. The development would buffer the existing residential uses to the north and east from the other commercial uses to the south.	Specifically, residential development in the coastal zone is encouraged if it provides for low and moderate income housing. Medium density development on this site would, however, be hard pressed to provide such housing without a subsidy.	This alternative does not meet any of the policies or goals of the City.	If developed for the conventional market housing, the economic feasibility is very good. If developed in part or totally for low to moderate income housing it would require a subsidy.	Similar to that discussed in the Boatyard analysis.
High Density (26-40 du/a)	Similar to that discussed for development of the Boatyard for this alternative with the approximate number of units allowable being 22 condominium units.	High density residential development would not be compatible to the existing residential uses as it would overpower them. It would set a very serious precedent for developing the area.	Similar to that discussed in the Boatyard analysis.	Similar to that discussed in the Boatyard analysis.	Similar to that discussed in the Boatyard analysis.	Similar to that discussed in the Boatyard analysis.
Medium-Rise Density (41-70 du/a)	Similar to that discussed under this alternative for the boatyard site analysis. The maximum number would be approximately 38 units.	Same as above.	Similar to that discussed in the Boatyard analysis.	Similar to that discussed in the Boatyard analysis.	Similar to that discussed in the Boatyard analysis.	Similar to that discussed in the Boatyard analysis.

BILTMORE DEVELOPMENT ALTERNATIVES

ALTERNATIVE USE	MAXIMUM DEVELOPMENT POTENTIAL (UNITS/SQ. FT.)	COMPATIBILITY TO THE SURROUNDING AREA	ADDRESS COASTAL ACT POLICIES	ADDRESS CITY GOALS & POLICIES	FINANCIAL FEASIBILITY	ENVIRONMENTAL IMPACTS
<p>Commercial Recreational Uses</p>	<p>The development of the site under this category is very similar to that which is allowed in General Commercial. This General Plan designation is more specific in what types of development is preferred; that of motels, hotels, theaters, entertainment establishments such as night clubs, and retail shops. Following the commercial planned development procedures, residential development such as apartments and/or condominiums is allowable. Residential development would be subject to not more than 1/4 of the gross land area (46,000 sq.ft.) and the general requirements under the R-3 multiple family zone.</p>	<p>The mixture of commercial uses and residential uses in a planned development would be very compatible to the surrounding areas. The mixture of uses on the site could act as a buffer between the existing residential uses north of the site and the commercial uses to the south. Specific controls would need to be instigated as to the allowable commercial/residential mix on the site to insure continued compatibility.</p>	<p>Coastal Act policies encourage commercial if it relates to providing services to the needs of the beach users and also encourages residential development if it provides housing for low and moderate income residents. This type of development would be financially hindered by development strictly addressing those two issues. Revenues from the lease or sale of the site for commercial recreational development could be designated for low and moderate income housing development in other areas of the city.</p>	<p>Development of the site within the commercial recreation designation would satisfy the city's goals and policies for the site.</p>	<p>Development of site with a mixture of commercial and residential uses would be the most financially feasible course to take As a strict commercial development, the site could suffer from a limited market demand as it is somewhat far from the downtown market. Specific uses such as a hotel complex with kindred uses such as retail shops and cafes could be successful depending on the market and clientele.</p>	<p>Increased traffic along 14th and 15th Streets as well as increases in vehicle noise. Both commercial and residential development on the site would create a larger demand for beach use and increase congestion along the Strand.</p>
<p>Park or Recreational Site</p>	<p>Uses could range from a medium size service park with limited recreational facilities to specific uses such as a rollerskate rink, municipal swimming pool, or tennis club. Due in part to the size of the site, the necessary parking for specific recreational uses reduce the usable space for actual park development</p>	<p>As a neighborhood park, the site would be very compatible but it is doubtful the site would add much to the existing beach recreation area. Under specific more intense recreational uses, parking, congestion along the Strand could become more of a problem. As a rollerskate park the site would be compatible to the existing beach and Strand uses but may create noise and litter problems for the nearby residences.</p>	<p>This type of development could satisfy many Coastal access policies if it were located in an other part of the coastal zone. This area of the beach has both good pedestrian as well as vehicle access as indicated by the congestion along the Strand at this site.</p>	<p>The development would be inconsistent with both the zoning and general plan designation for the site.</p>	<p>The site would, even though the city presently owns the land, be one of the most expensive parks in the City. Maintenance alone may prohibit a park development at this site.</p>	<p>The park development would provide a continuation of the existing viewshed and eliminate the health hazard created by the litter and wastes on the site.</p>

for high intensity uses such as high-rise office buildings, and by 6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition and development plans with the provision of on-site recreational facilities to serve the new development.

30253. New development shall:

- (1) Minimize risk to life and property in areas of high geologic, flood and fire hazard.
- (2) Assure stability and structural integrity, and neither create nor contribute significantly to erosion, geologic instability, or destruction of the site or surrounding area or in any way require the construction of protective devices that would substantially alter natural land forms along bluffs and cliffs.
- (3) Be consistent with requirements imposed by an air pollution control district or the State Air Resources Control Board as to each particular development.
- (4) Minimize energy consumption and vehicle miles traveled.
- (5) Where appropriate, protect special communities and neighborhoods which, because of their unique characteristics, are popular visitor-destination points for recreational uses.

30254. New or expanded public service works facilities shall be designated and limited to accommodate needs generated by development or uses permitted consistent with the provision of this division; provided, however, that it is the intent of the Legislature that State Highway Route 1 in rural areas of the Coastal Zone remain a scenic two-lane road. Special districts shall not be formed or expanded except where assessment for, and provision of, the service would not induce new development inconsistent with this division. Where existing or planned public works facilities can accommodate only a limited amount of new development, services to coastal-dependent land use, essential public services and basic industries vital to the economic health of the region, state, or nation, public recreation, and visitor-service land uses shall not be precluded by other development.

30255. Coastal-dependent developments shall have priority over other developments on or near the shoreline. Except as provided elsewhere in this division, coastal-dependent developments shall not be sited in a wetland.

Article 7. Industrial Development

30260. Coastal-dependent industrial facilities shall be encouraged to locate or expand within existing sites and shall be permitted reasonable long-term growth where consistent with this division. However, where new or expanded coastal-development industrial facilities cannot feasibly be accommodated consistent with other policies of this division, they may nonetheless be permitted in accordance with this Section and Sections 30261, and 30263 if 1) alternative locations are infeasible, or more environmentally damaging; 2) to do otherwise would adversely affect the public welfare; and 3) adverse environmental effects are mitigated to the maximum extent feasible.

APPENDIX H

SIGN ORDINANCE REQUIREMENT BY ZONE

(Adopted 10/22/79)

ORDINANCE NO. 79-627

AN ORDINANCE OF THE CITY OF HERMOSA BEACH, CALIFORNIA, AMENDING CHAPTER 28A, "SIGNS," OF THE CITY CODE BY REVISING CERTAIN RULES AND REGULATIONS RELATING TO THE CONSTRUCTION AND USE OF SIGNS.

1 WHEREAS, it is recognized that certain changes are necess-
2 ary to the existing Sign Ordinance of the City to eliminate amb-
3 iguities and contradictions; and

4 WHEREAS, the Hermosa Improvement Commission sign change
5 recommendations that reflect new standards have been the product
6 of workshop sessions of the Sign Subcommittee, joint workshop of
7 the Commission and the City Council Subcommittee, review of the
8 Coastal Commission guidelines regarding signing, and review of
9 sign applications that have come before the Commission in the
10 past few years.

11 NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF
12 HERMOSA BEACH, DOES ORDAIN AS FOLLOWS:

13 SECTION 1. That the following portions of Chapter 28A
14 "Signs", of the City Code shall be and are hereby amended to read
15 as follows:

16 Section 28A-1 PURPOSE AND SCOPE. "The purpose of this chapter is
17 to provide minimum standards to safeguard life, health, property
18 and public welfare by regulating and enhancing the design, quality
19 of materials, construction, location, identification and mainten-
20 ance of all signs and sign structures not located within a build-
21 ing." Amend second paragraph by adding: "No scenic values or
22 other public interests should be harmed as a result of signing."

23 Section 28A-3 DEFINITIONS is hereby amended by revising subsections
24 (3), (4), (5), (10), (12), (18), (23), (26), (29), (32), (35),
25 (40), (42), (45), and (47) (to be renumbered accordingly) to
26 read as follows:

27 "(3) BANNER shall mean a temporary sign constructed of
28 cloth, canvas or a light fabric, intended for identification
29 purposes....."

30 "(4) BILLBOARDfor the purpose of identifying"

31 "(5) BUILDING FRONTAGE shall mean the exterior building
32 wall of a ground floor buisness on the side or sides of the

1 building fronting on or oriented toward a street or highway,
2 which is used exclusively for pedestrian or vehicular traffic.
3 Building frontage is measured continuously along the wall for the
4 entire length of the building. In cases where the exterior walls
5 of a business are oriented to more than one street or highway,
6 the primary building frontage shall be the frontage which is
7 associated with the street identified with the street address of
8 the business. Secondary frontage must have building entrances/
9 exits which are open to the public during business hours."

10 "(10) BUSINESS SIGN shall mean a sign which identifies
11 the name, address and general nature of the business or businesses
12 conducted from or upon the premises upon which the sign is located."

13 "(12) CLOCKfor the purpose of identifying....."

14 "(18) DISPLAY SURFACE: Delete last sentence.

15 "(23) FLAG shall mean a piece of fabric, plastic, canvas,
16 or any other soft material, in any geometric form, that is attach-
17 ed to a structure, pole or wire. Included in this definition are
18 pennants and streamers." (remainder of language as is).

19 "(26) IDENTIFICATION SIGN: Delete in its entirety.

20 "(29) MARQUEE is a permanent roofed structure attached to
21 and supported by the building and projecting over public property,
22 and may include changeable copy."

23 "(32) MURAL...abstract representation not specifically
24 identifying....."

25 "(35) NONSTRUCTURAL TRIM is the molding, battens, caps,
26 mailing strips, latticing, cutouts or letters which are attached
27 to the sign structure."

28 "(39) POLITICAL SIGN ..noncommercial sign identifying..."

29 "(40) PORTABLE DISPLAY SURFACE: Delete in its entirety.

30 "(42) PROJECTING SIGN is a sign other than a wall sign,
31 which projects from and is supported by a wall of a building or
32 structure. In no case shall said sign exceed the maximum allow-
able height for any commercial zone."

1 "(45) RENTAL SIGN shall mean a permanent or temporary
2 sign....."

3 "(47) SIGNfor identification purposes....."

4 "(48) SIGN STRUCTURE: Insert (s) to pole to read: "pole(s)
5 Section 28A-3 "Definitions" is hereby further amended by adding
6 new subsections (to be renumbered accordingly to read as follows:

7 "() COMPREHENSIVE SIGN PLAN to be required on commercial
8 developments. The applicant shall submit a sign plan for the
9 development showing the location, size, color, and if possible,
10 copy for all signs proposed for the site; the sign plan shall
11 include a perspective rendering, showing all signs in relation to
12 the structure. The theme of such signing shall be approved as a
13 part of plans for new commercial or industrial developments, and
14 shall be an integral part of the development."

15 "() FASCIA shall mean the flat outside horizontal
16 member of a cornice placed in a vertical position.

17 "() OFF-PREMISE SIGN is a sign which is not located on
18 the property which it directs attention to. Off-premise signs
19 are not allowed in the City of Hermosa Beach."

20 "() SITE shall mean any separate parcel of property as
21 shown on the latest available assessor's maps; provided, however,
22 when a shopping center has been divided into separate parcels, it
23 shall continue to be considered as one parcel of record; and
24 provided, further, where one tenant, business, or enterprise
25 occupies two or more contiguous parcels, it shall be considered
26 as one parcel of record."

27 "() STREET FRONTAGE shall mean the linear distance of
28 a lot line, separating the lot from the street or highway which
29 is used exclusively for pedestrian or vehicular traffic, excluding
30 alleys. Where such site is abutted by more than one street, each
31 street will qualify as frontage if the following condition exists:
32 There are building entrances or exits opening onto the street
which are open to the public during business hours."

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Section 28A-4 PERMITS REQUIRED is hereby amended by revising subsections (1) and (2) to read as follows:

"(1)changing of the identifying....."

"(2) Repainting or cleaning of a sign shall not be considered an erection or alteration which requires a sign permit unless a structural, copy, or color change is made."

Section 28A-7. DESIGN AND CONSTRUCTION is hereby amended by revising (B) "construction" subsections (c), (e) and (f) to read as follows:

"(c) Restrictions on combustible materials: Delete reference to "roof signs".

"(e) Anchorage : Reference in second paragraph to "Portable" ground sign to be amended to read: "Temporary".

"(f) Display Suracesbe made of metal, glass, approved plastics, or wood".

Section 28A-11. SIGN REQUIREMENTS AND REGULATIONS, C-1 ZONE (limited business and residential) is hereby amended by revising (a)-(5), (c)-(1) (2) and (4), (d)-(1) (2) and (3), and adding a new subsection (5) to read as follows:

"(a) Permitted Uses

(5) Temporary Sign. (singular rather than plural)

"(c) Projection and Height.

(1) Add: "Ends of the sign may not be used for sign purposes."

(2) Wall signs shall not project more than "six (6) inches....."

(4) All ground signs shall be located entirely on private property and cannot project over public property. No ground sign shall be allowed in the C-1 zone that is greater than eight (8) feet in height, measured from grade to the highest point of said sign.

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"(d) Allowable sign area.

(1) Total sign area allowable shall not exceed one (1) square feet for each lineal foot of building frontage...."

(2)according to its amount of building....."

(3) Where a business or entity is abutted by more than one street, the building frontage for said business or entity shall be the sum of the primary building frontage, plus 1/2 (one-half) of any secondary building frontage, provided the secondary building frontage has building entrances/exits which are open to the public during business hours."

(5) Businesses fronting only on a public/private parking lot, alley, open mall, landscaped open space or other public way may use the building side facing such public way as the building frontage. Only one such building site may be considered building frontage. .

Section 28A-12 SIGN REQUIREMENTS AND REGULATIONS, C-2 Zone (General Commercial) is hereby amended by revising (a)-5, (b)-(5), (c)-1,2,3,4, (d)-12 and 3; and adding a new subsection (5) to read as follows:

"(a) Permitted Uses

(5) Temporary sign

"(b) Only the following styles of signs will be permitted.

(5) Delete "one roof sign".

"(c) Projection and height.

(1) Add: "Ends of the sign may not be used for sign purposes." Delete reference to "combination signs".

(2) Wall signs shall not project more than six (6) inches....."

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(3) All ground signs shall be located entirely on private property and cannot project over public property. No ground sign shall be allowed in the C-2 zone that is greater than eight (8) feet in height, measured from the grade to the highest point of said sign."

(4) Exception - Delete entire paragraph.

"(d) Allowable Sign Area.

(1) Total sign area allowable in one or more signs shall not exceed one and one-half (1½) square foot for each lineal foot of building frontage."

(2)according to its amount of building frontage."

(3) Where a business or entity is abutted by more than one street, the building frontage for said business or entity shall be the sum of the primary building frontage, plus 1/2 (one-half) of any secondary building frontage, provided the secondary building frontage has building entrances/exits which are open to the public during business hours."

(5) Businesses fronting only on a public/private parking lot, alley, open mall, landscaped open space or other public way may use the building side facing such public way as the building frontage. Only one such building site may be considered building frontage.

"(3) Rooftop Signs - Delete in its entirety.

Section 28A-13 SIGN REQUIREMENTS AND REGULATIONS, C-3 ZONE (General and highway commercial) is hereby amended by revising subsections (a)-(5), (b)-(5), (c)- 1,2, 3 and 5, (d)-1,2,3, and 5, and (g) to read as follows:

"(a) Permitted uses.

(5) Temporary Sign.

- 1 "(b) Only the following styles of signs will be permitted:
- 2 (5) Delete "one roof sign"
- 3 "(c) Projection and Height.
- 4 (1) Projecting signs may extend beyond the wall of
- 5 the building or over public property a distance
- 6 not to exceed the limits set forth in Table No.
- 7 7B, section 28A07. Ends of the sign may not
- 8 be used for sign purposes."
- 9 (2) Wall signs shall not project more than "six(6)
- 10 inches..."
- 11 (3) All ground signs shall be located entirely on
- 12 private property and cannot project over public
- 13 property."
- 14 (4) Roof Signs: Delete entire paragraph, including
- 15 exception.
- 16 "(d) Allowable Sign Area.
- 17 (1) Total sign area allowable shall not exceed
- 18 two (2) square feet for each linear foot of
- 19 building frontage." Exception : Delete entire
- 20 paragraph.
- 21 (2)according to its amount of building frontage
- 22 "
- 23 (3) Where a business or entity is abutted by more
- 24 than one street, the building frontage for said
- 25 business or entity shall be the sum of the
- 26 primary building frontage, plus 1/2 (one-half)
- 27 of any secondary building frontage, provided the
- 28 secondary building frontage has building entran-
- 29 ces/exits which are open to the public during
- 30 business hours.
- 31 (5) Businesses fronting only on a public/private
- 32 parking lot, alley, open mall, landscaped open

1 space or other public way may use the building
2 side facing such public way as the building
3 frontage. Only one such building side may be
4 considered building frontage.

5 "(g) Rooftop Signs: Delete in its entirety.

6 Section 28A-16. NONCONFORMING SIGNS IN ALL ZONES is hereby amended
7 by revising subsection (d) to read as follows:

8 "(d) Alteration or reconstruction of non-conforming
9 sign.

10 No nonconforming sign shall be altered or re-
11 constructed unless the same, when so altered or reconstructed,
12 shall comply with the requirements of this chapter."

13 Section 28-20, BONDS OR CASH DEPOSITS FOR TEMPORARY SIGNS is
14 hereby amended by revising subsections (b) and (d) to read as
15 follows:

16 "(b) ...the property owner and the lessee....."

17 "(d) ...no later than thirty (30) days after its
18 erection. (remaining language to be deleted).

19 Section 28A-21 ADMINISTRATIVE APPROVAL OF SIGNS is hereby amended
20 by revising first paragraph to read as follows:

21 "The following signs only shall be exempt from the provisions
22 of Section 28A-19 "Sign review hearings", and may be granted
23 administrative approval by the Hermosa Improvement Commission
24 staff liason or his/her authorized delegate: (subsections to remain
25 as in current City Code.)

26
27 SECTION 2. That this ordinance shall take effect
28 thirty (30) days after the date of its adoption.

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SECTION 3. That prior to the expiration of fifteen days after the date of its adoption, the City Clerk shall cause this ordinance to be published in the Hermosa Beach Review, a weekly newspaper of general circulation, published and circulated in the City of Hermosa Beach.

PASSED, APPROVED and ADOPTED this 23rd day of October, 1979.

Robert Chappin
PRESIDENT of the City Council, and
MAYOR of the City of Hermosa Beach, California

ATTEST:

Charlotte Malone CITY CLERK

APPROVED AS TO FORM:

J.B. Morrison CITY ATTORNEY

ORDINANCE NO. N.S. 497
AN ORDINANCE OF THE
CITY OF HERMOSA BEACH
CALIFORNIA, CREATING
A NEW CHAPTER 23A OF
THE CITY CODE RELAT-
ING TO REQUIREMENTS
RULES AND REGULA-
TIONS FOR THE PROJEC-
TION, LOCATION ON PRO-
PERTY, HEIGHT, AREA
ILLUMINATIONS, TYPE
OF SIGNS AND OTHER
REQUIREMENTS FOR
SIGNS ERECTED WITHIN
THE CITY OF HERMOSA
BEACH.

THE CITY COUNCIL OF
THE CITY OF HERMOSA
BEACH, CALIFORNIA,
DOES ORDAIN AS FOL-
LWS:

SECTION 1. That Chapter
28A, "Signs", shall be and is
hereby added to the Code of
the City of Hermosa Beach, to
read as follows:

"CHAPTER 23A SIGNS"

Section 23A.1. Purpose and
scope. The purpose of this
chapter is to provide mini-
mum standards to safeguard
life, health, property and
public welfare by regulating
and controlling the design,
quality of materials, construc-
tion, location, electrification,
and maintenance of all signs
and sign structures not
located within a building.

No sign shall be erected in
such a manner as to confuse or
obstruct the view or interpre-
tation of any official traffic
sign, signal or device.

The regulations of this
chapter are not intended to
permit any violation of the
provisions of any other lawful
ordinance.

Section 28A.2. Enforce-
ment.

(a) Authority. The Building
Official is hereby authorized
and directed to enforce all the
provisions of this chapter.

(b) Right of Entry. When-
ever necessary to make an
inspection to enforce any of
the provisions of this chapter,
or whenever the Building
Official or his authorized
representative has reasonable
cause to believe that there
exists any sign or any
condition which makes such
sign unsafe, the Building

Official or his authorized
representative may enter the
premises or building on which
such sign is located at all
reasonable times to inspect
the sign or to perform any
duty imposed upon the Build-
ing Official by this chapter;
provided that if such building
or premises on which the sign
is located be occupied, he shall
first present proper creden-
tials and demand entry; and if
such building or premises be
unoccupied, he shall first
make a reasonable effort to
locate the owner or other
persons having charge or
control of the building or
premises and demand entry.
If such entry is refused, the
Building Official or his author-
ized representative shall have
recourse to every remedy
provided by law to secure
entry.

No owner or occupant or
any other person having
charge, care or control of any
building or premises shall fail
or neglect, after proper
demand is made as herein
provided, promptly to permit
entry therein by the Building
Official or his authorized
representative for the pur-
pose of inspection and exam-
ination pursuant to this
chapter. Any person violating
this subsection shall be guilty
of a misdemeanor.

(c) Appeals. Any person
dissatisfied with the decision
of the Improvement Commis-
sion or aggrieved by the
standards and limitations of
this chapter may appeal in
writing to the City Council.
The filing of such appeal shall
stay further action until such
time as the Council has acted
on the appeal.

(d) Violations and Penal-
ties. It shall be unlawful for
any person, firm or corpora-
tion to erect, construct,
enlarge, alter, repair, move,
improve, remove, convert,
demolish, equip, use or main-
tain any sign or structure in
the City, or cause or permit
the same to be done, contrary
to or in violation of any of the
provisions of this chapter.

Any person, firm or corpora-
tion violating any of the
provisions of this chapter

shall be guilty of a misde-
meanor, and each such person
shall be deemed guilty of a
separate offense for each and
every day or portion thereof
during which any violation of
any of the provisions of this
chapter is committed, contin-
ued, or permitted, and upon
conviction of any such viola-
tion such person shall be
punishable by a fine of not
more than Five Hundred
(\$500.00) Dollars, or by
imprisonment for not more
than six months, or by both
such fine and imprisonment.

Section 23A.3. Definitions.
For the purpose of this
chapter, certain abbrevia-
tions, terms, phrases, words
and their derivatives shall be
construed as specified in this
section. Words used in the
singular include the plural,
and the plural the singular.
Words used in the masculine
gender include the feminine,
and the feminine the mascu-
line.

(1) Approved plastic mate-
rials shall be those which have
a flame-spread rating of 225
or less when tested in
accordance with U.B.C. Stan-
dard No. 42-1, in the way
intended for use; and a smoke
density rating no greater than
450 when tested in accordance
with U.B.C. Standard No.
42-1 in the way intended for
use; or a smoke density rating
no greater than 75 when
tested in the thickness intend-
ed for use by the chamber
method of test under U.B.C.
Standard No. 52-2.

(2) Awning shall mean a
temporary movable shelter
supported, entirely from the
exterior wall of a building and
of a type which can be
retracted, folded or collapsed
against the face of a support-
ing building.

(3) Banner shall mean a
temporary sign constructed of
cloth, canvas or a light fabric,
intended for advertising pur-
poses. This definition shall
include pennants, flags,
streamers, and wind signs.

(4) Billboard shall mean any
sign erected for the purpose
of advertising a product,
event, person, or subject not
entirely related to the prem-

ises on which said sign is
located.

(5) Building identification
sign shall mean a sign
containing any of the follow-
ing information, and no more:
The name of a building, any
portion of which is located on
the same site area on which
the sign is located, and the
address of such building.

(6) Bulletin board shall
mean a structure containing a
surface upon which is dis-
played the name of a park,
church, school, library, com-
munity center or similar
institution and the announce-
ment of the services or
activities thereof.

(7) Building shall mean any
structure built for the sup-
port, shelter or enclosure of
persons, animals, chattels, or
property of any kind.

(8) Building line is a line
established by the outer walls
creating the perimeter of the
structure. A building line may
also be a property line.

(9) Building official is the
officer or other person
charged with the administra-
tion and enforcement of this
chapter or his duly authorized
deputy.

(10) Business sign shall
mean a sign which advertises
the business or businesses
conducted, the commodities
manufactured, produced or
sold, or the services rendered
upon or from the premises
upon which the sign is
located.

(11) Canopy or hood is a
temporary structure, other
than an awning, made of cloth
or metal with metal frames
attached to a building project-
ing beyond the line of the
building wall or portion of the
building to which it is affixed
and carried by a frame
supported by readily remov-
able braces and attachments
from such building wall or
portion of the building.

(12) Clock shall mean any
timepiece erected on the
exterior of any building or
structure for the convenience
of the public and placed and
maintained by some person
for the purpose of advertising
his place of business.

(13) Combination sign is any

sign incorporating any combination of the features of pole, projecting, and roof signs.

(14) Commission shall mean the Hermosa Beach Improvement Commission.

(15) Construction sign shall mean a temporary sign stating the name of individuals or businesses directly connected with the construction project, their addresses, and/or their telephone numbers.

(16) Curb line is the line at the face of the curb nearest to the street or roadway. In the absence of a curb, the curb line shall be established by the City Engineer. (See Legal Setback Line.)

(17) Directional sign shall mean entrance and exit signs, operating instructions, and such like signs.

(18) Display surface shall mean the area included within the outer dimensions of a sign. In the case of a sign placed or painted on a wall or other building surface, without any border and with its background the same color as the wall of the building, the area shall be computed by enclosing the entire sign within one or more pairs of horizontally parallel and one or more pairs of vertical parallel lines and determining the area thus enclosed. In the case of a double face sign, only one face shall be counted.

(19) District shall mean any zoning district designated in the zoning ordinance of the City of Hermosa Beach.

(20) Double face sign shall mean a sign which has two or more display surfaces backed against each other, or against the same background, one face of which is designed to be seen from one direction and the other from another direction.

(21) Electric sign is any sign containing electric wiring, but not including signs illuminated by an external light source.

(22) Entity shall mean any person who is the lessee, owner or who has a proprietary interest in the business for which the sign is proposed. Each business shall be considered a separate entity.

(23) Flag shall not include any support, frame or standard used exclusively for the display of the flag of the United States of America, the

State, or the City, nor shall it include these flags.

(24) Grade (adjacent ground elevation) is the lowest point of elevation of the finished surface of the ground, paving, or sidewalk within the area between the building and the property line, or when the property line is more than 5 feet from the building, between the building and a line 5 feet from the building.

(25) Ground sign is a billboard or similar type of sign which is supported by one or more uprights, poles, or braces in or upon the ground other than a combination sign, fin sign or pole sign, as defined by this section.

(25) Ground Sign is a billboard or similar type of sign which is supported by one or more uprights, poles, or braces in or upon the ground other than a combination sign, sign, or pole sign, as defined by this Section. A ground sign shall not exceed ten feet (10') from the grade to the highest portion of the sign body.

(26) Identification sign shall mean a sign containing the following information and no more: Name, Address, and occupation of occupant of premises.

(27) Illuminated sign or lighted sign shall mean a lighted sign which has the source of light on the surface of the sign or in the interior of the sign itself, or which has a source of light located such that the beam of the light falls upon the surface of the sign.

(28) Legal setback line is an established line beyond which no building may be built. A legal setback line may be a property line.

(29) Marquee is a permanent roofed structure attached to and supported by the building and projecting over public property.

(30) Marquee sign shall mean a sign painted on, attached to, or supported by a marquee.

(31) Moving sign shall mean a sign which has any actual or apparent moving, revolving, scintillating, flashing or rotating parts activated by electric, electronic, kinetic, or mechanical devices or by wind current, and shall include, but not be limited to balloons, time or temperature record-

signs which are constructed of or faced with Scotch Light or other similar materials, signs which change color, and signs where the intensity of lighting changes or appears to change.

(32) Mural is a pictorial or abstract representation not specifically identifying or advertising any goods or services.

(33) Neon sign shall mean a sign utilizing electric energy combined with glass tubing and gaseous substance to create light source.

(34) Noncombustible as applied to building construction material means a material which, in the form in which it is used, is either one of the following:

(a) Material of which no part will ignite and burn when subjected to fire. Any material conforming to U.B.C. Standard No. 4-1 shall be considered noncombustible within the meaning of this subsection.

(b) Material having a structural base of noncombustible material as defined in item (a) above, with a surfacing material not over 1/8 inch thick which has a flame-spread rating of 50 or less.

"Noncombustible" does not apply to surface finish materials. Material required to be noncombustible for reduced clearances to flues, heating appliances, or other sources of high temperature shall refer to material conforming to item (a) above. No material shall be classed as noncombustible which is subject to increase in combustibility or flame-spread rating beyond the limits herein established, through the effects of age, moisture, or other atmospheric condition.

Flame-spread rating as used herein refers to rating obtained according to tests conducted as specified in U.C.B. Standard No. 42-1.

(35) Nonstructural trim is the molding, battens, caps, nailing strips, latticing, cut-outs or letters and walkways which are attached to the sign structure.

(36) Permanent sign shall mean any sign which is not classed as a temporary sign.

(37) Person shall mean a person who is, and includes, every person, firm, partnership, association, or corporation, whether acting as

otherwise. H-17

(38) Pole Sign is a sign permitted in the C-3 Zone only, supported by a single member in a ground-limited in overall height to a maximum height of 35 feet measured from finished grade, and placed a minimum of 5 feet inside the property line. To qualify for a pole sign the site must have at least 40 feet of street frontage. No pole sign may have more than 3 sign cans attached to it, and all pole signs may require the incorporation of a raised landscape planter.

(39) Political sign shall mean a temporary, noncommercial sign advertising any person or proposition appearing on the ballot for any election scheduled to be held in the City of Hermosa Beach.

(40) Portable display surface is a display surface temporarily fixed to a standardized advertising structure which is regularly moved from structure to structure at periodic intervals.

(41) Premises shall mean a lot or parcel of real property, or any portion thereof which is used separately from other portions thereof, any building located thereon, or any portion of such building which has a separate street address.

(42) Projecting sign is a sign other than a wall sign, which projects from and is supported by a wall of a building or structure.

(43) Projection is the distance by which a sign extends over public property or beyond the building line.

(44) Real estate sign (such as a "For Sale" sign, a "For Lease" sign, or a "For Rent" sign) shall mean a temporary sign indicating that the premises on which the sign is located, or any portion thereof, is for sale, lease or rent and the name, address, and telephone number of the owner, broker or other person offering the same for sale, lease or rent. In addition, the words "Sold", "Leased", or "Rented" may be added to a previously posted sign. The area of the sign shall include the area of any and all riders. All riders shall be attached to the face of the basic sign.

(45) Rental sign shall mean a permanent sign which is used for giving information on

...a continuity of rentals on multiple dwellings, hotels, clubs, lodges and similar permitted uses.

(46) Roof sign is a sign erected upon or above a roof or parapet of a building or structure.

(47) Sign is any medium including its structure and component parts, which is used or intended to be used to attract attention to the subject matter for advertising purposes other than paint on the surface of a building.

(48) Sign structure is any structure which supports or is capable of supporting any sign as defined in this chapter. A sign structure may be a single pole and may or may not be an integral part of the building.

(49) Structure is that which is built or constructed, an edifice or building of any kind, or any piece of work artificially built up or composed of parts jointed together in some definite manner.

(50) Temporary sign is any sign, banner, pennant, valance, or advertising display constructed of cloth, canvas, light fabric, cardboard, wall-board, or other light materials, with or without frames, intended to be displayed for a limited period of time only, not to exceed 60 days during any calendar year.

(51) Uniform Building Code is the edition of the Uniform Building Code published by the International Conference of Building Officials and which has been adopted by the City of Hermosa Beach, subject to the particular additions, deletions and amendments set forth therein.

(52) U.B.C. Standards is the edition of the Uniform Building Code Standards published by the International Conference of Building Officials and which has been adopted by the City of Hermosa Beach, subject to the particular additions, deletions and amendments set forth therein.

(53) 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. One wall sign only of 21 square feet or less for a business which has no existing sign shall be exempt from the sign review

approved by the building official if it complies with all other related provisions of this Chapter or any other law or ordinance regulating the same."

Exemptions: The following signs shall not require a sign permit. These exemptions shall not be construed as relieving the owner of the sign from the responsi-

(54) Wind sign shall mean any cloth or plastic or other flexible light material made in strips, triangles or other shapes which are fastened together at intervals by wire, rope, cord, string or other means in such manner as to move by wind pressure and which are used or displayed to attract attention to a business, product, service or entertainment.

(55) Window signs are permanent and/or temporary signs inside of and attached to windows which may be maintained in addition to sign area permitted in all commercial zones, but shall in no case obscure more than 20% of the glass surface of the window(s).

Section 28A.4. Permits required. No sign shall be erected, re-erected, constructed, altered, or maintained, except as provided by this chapter and until a permit for the same has been issued by the Building Official following review and approval or conditional approval by the Improvement Commission. A separate permit shall be required for a sign or signs for each business entity, and/or a separate permit shall be required for each group of signs on a single supporting structure. In addition, electrical permits shall be obtained for electric signs.

Application for a sign permit shall be made in writing upon forms furnished by the Building Official. Such application shall contain the location by street and number of the proposed sign structure, as well as the name and address of the owner and the sign contractor or erector and shall be accompanied by the

written consent of the record owner of the property on which the sign is to be erected. Every application for such permit shall set forth in detail by use of diagrams,

drawings, plans, or written description the proposed method of compliance. The diagrams, drawings, plans or written description shall contain all of the electrical and other work which is to be installed as part of the sign, shall include elevations and sections of the sign drawn to scale, and shall show the precise location of the sign on the building, parcel, or structure."

Exemptions: The following signs shall not require a sign permit. These exemptions shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance, and its compliance with the provisions of this chapter or any other law or ordinance regulating the same.

(1) The changing of the advertising copy or message on a painted or printed sign only. Except for theatre marquees and similar signs specifically designed for the use of replaceable copy, electric signs shall not be included in this exemption.

(2) Painting, repainting, or cleaning of an advertising structure or the changing of the advertising copy or message thereon shall not be considered an erection or alteration which requires sign permit unless a structural change is made.

A sign permit fee and a plan-checking fee shall be paid in accordance with an amount fixed by resolution of the City Council.

Section 28A.5. Maintenance. All signs, together with all of their supports, braces, guys, and anchors, shall be kept in repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times.

(1) All electrical, projecting and/or pole signs shall provide on the exterior surface, readily accessible, the following information: Permit number; date of installation; voltage; contractor's name; State

license number.

(2) Any location where business goods are no longer sold or produced or where services are no longer provided shall have 120 days to remove any remaining or derelict "on premises" signs following notification by the City, and at the expense of the owner of said property. Where due written notification has been given by the City and compliance has not been made within the required 120 day period the City may cause removal of such signs with the cost for such removal to be attached to the property.

(3) "On premises" signs shall be refinished, repaired or removed as necessary to correct problems of rust, corrosion, cracks, broken faces, malfunctioning lamps, missing letters or characters, peeling, warping, fading or unsafe conditions within 30 days following notification by the City.

Section 28A.6. Inspections. All signs for which a permit is required shall be subject to inspection by the Building Official.

Footing inspections may be required by the Building Official for all signs having footings.

All signs containing electrical wiring shall be subject to the provisions of the governing electrical code and the electrical components used shall bear the label of an approved testing agency.

The Building Official may order the removal of any sign that is not maintained in accordance with provisions of Section 28A.5.

All signs may be reinspected at the discretion of the Building Official.

Section 28A.7. Design and Construction.

A. Design.

(a) General. Signs and sign structures shall be designed and constructed to resist wind and seismic forces as specified in this section. All bracing systems shall be designed and constructed to transfer lateral forces to the foundations. For signs on buildings the dead

and lateral loads shall be transmitted through the structural frame of the building to the ground in such manner as not to overstress any of the elements thereof.

The overturning moment produced from lateral forces shall in no case exceed two thirds of the dead-load resisting moment. Uplift due to overturning shall be adequately resisted by proper anchorage to the ground or to the structural frame of the building. The weight of earth superimposed over footings may be used in determining the dead-load resisting moment. Such earth shall be carefully placed and thoroughly compacted.

(b) Wind loads. Signs and sign structures shall be designed and constructed to resist wind forces as specified in Chapter 23 of the Uniform Building Code.

(c) Seismic loads. Signs and sign structures shall be designed and constructed to resist seismic forces as specified in Chapter 23 of the Uniform Building Code.

(d) Combined loads. Wind and seismic loads need not be combined in the design of signs or sign structures; only that loading producing the larger stress need be used.

Vertical design loads, except roof live loads, shall be assumed to be acting simultaneously with the wind or seismic loads.

(e) Allowable stresses. The design of wood, concrete, steel or aluminum members shall conform to the requirements of Chapters 23, 25, 27 and 28 of the Uniform Building Code. Loads, both vertical and horizontal, exerted on the soil shall not produce stresses exceeding those specified in Chapter 29 of the Uniform Building Code.

The working stresses of wire rope and its fastenings shall not exceed 25% of the ultimate strength of the rope or fasteners.

Working stresses for wind or seismic loads combined with dead loads may be increased as specified in Chapter 23 of the Uniform Building Code.

B. Construction.

(a) General. The supports for all signs or sign structures shall be placed in or upon private property and shall be securely built, constructed, and erected in conformance

with the requirements of this chapter.

(b) Materials. Materials of construction for signs and sign structures shall be of the quality and grade as specified for buildings in the Uniform Building Code.

In all signs and sign structures the materials and details of construction shall, in the absence of specified requirements, conform with the following:

(1) Structural steel shall be of such quality as to conform with U.B.C. Standard No. 27-1. Secondary members in contact with or directly supporting the display surface may be formed of light gauge steel, provided such members are designed in accordance with the specifications of the design of light gauge steel as specified in U.B.C. Standard No. 27-9 and in addition shall be galvanized. Secondary members, when formed integrally with the display surface, shall be not less than 24 gauge in thickness. When not formed integrally with the display surface, the minimum thickness of the secondary members shall be No. 12 gauge. The minimum thickness of hot-rolled steel members furnishing structural support for signs shall be 1/4 inch except that if galvanized, such members shall be not less than 1/8 inch thick. Steel pipes shall be of such quality as to conform with U.B.C. Standard No. 27-1. Steel members may be connected with one galvanized bolt provided the connection is adequate to transfer the stresses in the members.

(2) Anchors and supports when of wood and embedded in the soil, or within 6 inches of the soil, shall be of all heartwood of a durable species or shall be pressure-treated with an approved preservative. Such members shall be marked or

branded by an approved agency.

(c) Restrictions on combustible materials.

Ground signs may be constructed of any material meeting the requirements of this chapter.

Combination signs, roof signs, wall signs, projecting signs, and signs on marquees shall be constructed of non-combustible materials, except as provided in subsection (d) of this section. No combustible materials other than approved plastics shall be used in the construction of electric signs.

(d) Nonstructural trim. Nonstructural trim and portable display surfaces may be of wood, metal, approved plastics, or any combination thereof.

(e) Anchorage. Members supporting unbraced signs shall be so proportioned that the bearing loads imposed on the soil in either direction, horizontal or vertical, shall not exceed the safe values. Braced ground signs shall be anchored to resist the specified wind or seismic load acting in any direction. Anchors and supports shall be designed for safe bearing loads on the soil and for an effective resistance to pullout amounting to a force 25% greater than the required resistance to overturning. Anchors and supports shall penetrate to a depth below ground greater than that of the frost line.

Portable ground signs supported by frames or posts rigidly attached to the base shall be so proportioned that the weight and size of the base will be adequate to resist the wind pressure specified in this chapter.

Signs attached to masonry, concrete, or steel shall be safely and securely fastened thereto by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support safely the loads applied.

No wooden blocks or plugs or anchors with wood used in connection with screws or nails shall be considered proper anchorage, except in the case of signs attached to wood framing.

No anchor or support of any sign shall be connected to, or

supported by, an unbraced parapet wall, unless such wall is designed in accordance with the requirements for parapet walls specified for Seismic Zones in the Uniform Building Code.

(f) Display surfaces. Display surfaces in all types of signs may be made of metal, glass or approved plastics.

Glass thickness and area limitations shall be as set forth in Table No. 7-A.

Sections of approved plastics on wall signs shall not exceed 150 square feet in area.

Sections of approved plastics on wall signs shall be separated 3 feet laterally and 6 feet vertically by the required exterior wall construction.

Exceptions: Sections of approved plastics on signs other than wall signs may not be required to be separated if approved by the Building Official.

(g) Approved plastics. The Building Official shall require that sufficient technical data be submitted to substantiate the proposed use of any plastic material, and if it is determined that the evidence submitted is satisfactory for the use intended, he may approve its use.

C. Projection and Clearance.

(a) General. Signs shall conform to the clearance and projection requirements of this section and Tables No. 7-B and 7-C.

(b) Clearance from high voltage power lines. Signs shall be located not less than 6 feet horizontally or 12 feet vertically from overhead electrical conductors which are energized in excess of 750 volts. The term "overhead conductors" as used in this section means any electrical conductor, either bare or insulated, installed above the ground except such conductors as are enclosed in iron pipe or other material covering of equal strength.

(c) Clearance from fire escapes, exits or standpipes.

that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe.

(d) Obstruction of openings. No sign shall obstruct any

reduced to a point below that required by this chapter.

Signs erected within 5 feet of an exterior wall in which there are openings within the area of the sign shall be constructed of noncombust-

(e) Projection over alleys. No sign or sign structure shall project into any public alley below a height of 14 feet above grade, nor project more than 12 inches where the sign structure is located 14 feet to

not more than 36 inches into the public alley where the sign or sign structure is located more than 16 feet above grade.

(f) Clearance from streets. Signs shall not project within 2 feet of the curb line.

TABLE NO. 7-A — SIZE, THICKNESS AND TYPE OF GLASS PANELS IN SIGNS

Maximum Size of Exposed Glass Panel			
Any Dimension (In Inches)	Area (In Square Inches)	Minimum Thickness of Glass (In Inches)	Type of Glass
30	500	1/8	Plain, Plate or Wired
45	700	3/16	Plain, Plate or Wired
144	3600	1/4	Plain, Plate or Wired
Over 144	Over 3600	1/4	Wired Glass

TABLE NO. 7-B — PROJECTION OF SIGNS

Clearance	Maximum Projection
Less than 8'	Not permitted
8'	1'
Over 8'	1' plus 6" for each foot of clearance in excess of 8', not to exceed 36"

TABLE NO. 7-C — THICKNESS OF PROJECTING SIGN

Projection	Maximum Thickness
3'	3'
2'	3'6"
1'	4'

Section 28A.8. Sign requirements and regulations in R-1 Zone (One Family Residential) and R-2 Zone (Two Family Residential).

A. Only the following signs shall be permitted "in R-1 and R-2 zones, only the following signs shall be permitted per site, subject to the provisions and regulations herein-after set forth."

- (1) One unlighted wall real estate sign not to exceed 6 square feet, or one single faced real estate sign not to exceed 6 square feet, or one double faced real estate sign not to exceed 10 square feet in sign area.

The area of the sign shall include the area of any and all riders. All riders shall be attached to the face of the basic sign.

- (2) One wall identification sign not exceeding 4 square feet in sign area, containing name, address, and occupation of occupant of premises. This sign may be illuminated provided the source thereof is shielded and the illumination is not intermittent.

Exception: Where such site is abutted by more than one

street, the above signs may be erected, installed, or maintained on each street frontage.

- (3) One unlighted construction sign, which may be a single faced wall sign or a double faced ground sign not exceeding 32 square feet in sign area, provided the sign shall not be erected, installed, or maintained on any premises until the required permits for the construction have been obtained. Such signs shall be removed prior to final inspection.

B. Location and Height.

- (1) Such signs shall be located entirely on private property.
- (2) Ground signs shall not be over 4 feet high above finished grade.
- (3) Wall signs shall not be over 8 feet high above finished grade.
- (4) No moving sign, wind sign, projecting sign, combination sign, construction sign, or roof sign, or any sign having a device, symbol, design or figure used as identification, other than numbers or letters, shall be per-

Section 28A.9(a) is amended as follows: "in the R-3 zone, only the following signs shall be permitted per site, subject to the provisions and regulations herein-after set forth:"

- (1) One unlighted wall real estate sign not to exceed 6 square feet or one single faced real estate sign not to exceed 6 square feet or one double faced real estate sign not to exceed 10 square feet in sign area.
The area of the sign shall include the area of any and all riders. All riders shall be attached to the face of the basic sign.
- (2) One unlighted wall or ground rental sign, single faced, 12 square feet, or double faced not to exceed 18 square feet in sign area, giving information on availability of rentals on multiple dwellings.
- (3) One wall building identification sign not to exceed 6 square feet in sign area. This sign may be illuminated, provided that the source thereof is shielded and the illumination is not intermittent.
- (4) One unlighted construction sign, which may be a single faced wall sign or a double faced ground sign not exceeding 32 square feet in sign area, provided the sign shall not be erected, installed, or maintained on any premises until the required permits for the construction have been obtained. Such signs shall be removed prior to final inspection.

Exception: Where such a site is abutted by more than one street, the above signs may be erected, installed, and maintained on each street frontage.

B. Location and Height.

- (1) Such signs shall be lo-

located entirely on private property.

- (2) Ground sign located within a front, rear, or side yard setback may be 7 feet high above finished grade.
- (3) Wall signs shall not be over 8 feet high above natural grade.
- (4) Wall signs may encroach a maximum of 6 inches into a required front and side yard, when the side yard abutts a street.
- (5) No moving sign, wind sign, projecting sign, combination sign, roof sign, or any sign having a device, symbol, design, or figure used as identification other than numbers or letters, shall be permitted.

Section 28A.10, "in the R-P zone, only the following signs shall be permitted per site, subject to the provisions and regulations herein-after set forth:"

(A) Permitted signs for residential dwellings permitted in the R-P Zone are the same as those set forth in Section 28A.9, for multiple family dwellings.

(B) Permitted signs for businesses permitted in the R-P Zone are the same as those set forth in Section 28A.11, C-1 Zone.

Section 28A.11. Sign Requirements and Regulations, C-1 Zone [Limited Business and Residential]. A. In the C-1 zone, only the following signs shall be permitted per site, subject to the provisions and regulations herein-after set forth:"

- (1) Business signs.
 - (2) Building identification signs.
 - (3) One real estate sign.
 - (4) One construction sign.
 - (5) Temporary signs.
- B. Only the following styles of signs shall be permitted:
- (1) One wall sign.
 - (2) One ground sign.
 - (3) One projecting sign.
 - (4) Window sign.
 - (5) Mural (Murals approved by the Commis-

sion may be permitted. In its review the Commission may waive specific provisions of this chapter relating to total sign area, coverage, height, type, and style.)

These signs may be electrical, illuminated, or neon.

C. Projection and height.

- (1) Projecting signs may extend from the wall of the building or structure to which they are attached a distance not to exceed the limits set forth in Table No. 7-B, Section 28A.7.
- (2) Wall signs shall not project more than 18 inches from the wall of the building or structure. Ends of the sign may not be used for sign purposes.
- (3) No sign shall be located on or attached to a parapet wall, roof, or ridge line of a building.
- (4) All ground signs shall be located entirely on private property except that they may extend over public property at a distance not to exceed the projection limits set forth in the Uniform Building Code.

D. Allowable sign area.

- (1) Total sign area allowable shall not exceed 2 square feet for each lineal foot of street frontage.
- (2) Where more than one separate business or entity is located on any one site, the sign area shall be calculated separately for each entity or business according to the amount of street frontage on which its particular business fronts.
- (3) Where such site is abutted by more than one street frontage, the allowable sign area shall be the sum of the allowable sign area for each street frontage.
- (4) No sign shall cover more than 40% of the wall or fascia it occupies or is placed upon.

Exception: On each street frontage one real estate sign not exceeding 25 square feet in sign area and one construction sign not exceeding 25 square feet in sign area may be erected in addition to the allowable sign area in any one site or entity.

E. Window signs. Permanent and/or temporary signs inside of and attached to windows which may be maintained in addition to sign area permitted in all Commercial Zones, but shall in no case obscure more than 20% of the glass surface of the window(s).

F. When the property is being used solely for residential purposes, the sign permitted on the premises and the requirements and regulations shall be as set forth in Section 28A.9, Multiple Family Residential.

G. Second story signs. Signs for second story businesses may be provided, but shall be part of the total sign area allocation for the premises.

Section 28A.12. Sign Requirements and Regulations, C-2 Zone [General Commercial]. A. In the

C-2 zone, only the following signs shall be permitted per site, subject to the provisions and regulations herein-after set forth:"

- (1) Business signs.
 - (2) Building identification signs.
 - (3) One real estate sign.
 - (4) One construction sign.
 - (5) Temporary signs.
- B. Only the following styles of signs will be permitted:
- (1) Wall signs.
 - (2) One ground sign.
 - (3) Projecting signs.
 - (4) One marquee sign.
 - (5) One roof sign.
 - (6) One combination sign.
 - (7) Window signs.
 - (8) Banners. (If approved by Commission.)
 - (9) Mural. (Murals approved by the Commission may be permitted. In its review the Commission may waive specific provisions of this chapter relating to

total sign area, coverage, height, type, and style.)

These signs may be electrical, illuminated, or neon.

C. Projection and Height.

- (1) Projecting signs and combination signs may extend from the wall of the building or structure to which they are attached a distance not to exceed the limits set forth in Table 7-B, Section 28A.7.
- (2) Wall signs shall not project more than 18 inches from the wall of the building or structure, provided the ends of the sign are not used for sign purposes.
- (3) All ground signs shall be located entirely on private property except that they may extend over public property at a distance not to exceed the projection limits set forth in the Uniform Building Code.
- (4) No portion of a projecting sign shall be higher than 10 feet above the parapet wall, roof or ridge line of a building, whichever is the lesser.
Exception: Ground signs may extend to a height of 30 feet above the finished grade. In no case shall said sign be higher than 10 feet above the parapet wall, roof or ridge line of the building, whichever is lesser. If more than one building is located on the lot, the highest building shall be used in determining height.

D. Allowable sign area.

- (1) Total sign area allowable in one or more signs shall not exceed 3 square feet for each lineal foot of street frontage.
- (2) Where there is more than one business or entity located on any one site, the sign area shall be calculated separately for each entity or business according

to the amount of street frontage on which its particular business fronts.

- (3) Where such site is abutted by more than one street frontage, the allowable sign area shall be the sum of the allowable sign area for each street frontage.
 - (4) No sign shall cover more than 40% of the wall or facia it occupies or is placed upon.
Exception: On each street frontage one real estate sign not exceeding 25 square feet in sign area, and one construction sign not exceeding 25 square feet in sign area may be erected in addition to the allowable sign area on any one site or entity.
- E. Rooftop signs. No more than one roof sign shall be permitted on any one structure.
- F. Window signs. Permanent and/or temporary signs inside of and attached to windows which may be maintained in addition to sign area permitted in all Commercial Zones, but shall in no case obscure more than 20% of the glass surface of the window(s).
- G. Second story signs. Signs for second story businesses are permitted, but shall be part of the total sign area allocated for the premises.

Section 28A.13. Sign Requirements and Regulations in C-3 Zone [General and Highway Commercial].

A. In a C-3 Zone only the following signs shall be permitted per site, subject to the provisions and regulations hereinafter set forth:"

- (1) Business signs.
- (2) Building identification signs.
- (3) One real estate sign.
- (4) One construction sign.
- (5) Temporary signs.

B. Only the following styles of signs will be permitted:

- (1) Wall signs.
- 2. One ground sign or one pole sign.
- (3) Projecting signs.
- (4) One marquee sign.
- (5) One roof sign.
- (6) One combination sign.
- (7) Window signs.
- (8) Banners. (If approved by Commission)
- (9) Mural. (Murals approved by the Commission may be permitted. In its review the Commission may waive specific provisions of this chapter relating to total sign area, coverage, height, type, and style.)
- (10) Revolving signs.
These signs may be electrical, illuminated, or neon.

B Projection and height.

- (1) Ground signs, projecting signs, combination signs, roof signs may extend beyond the wall of the building or over public property a distance not to exceed the limits set forth in Table No. 7-B, Section 28A.7.
- (2) Wall signs shall not project more than 18 inches from the wall of the building or structure, provided the ends of the sign are not used for sign purposes.
- (3) All ground signs shall be located entirely on private property except that they may extend over public property at a distance not to exceed the projection limits set forth in Table No. 7-B, Section 28A.7.
- (4) Combination signs, wall signs, projecting signs shall not be higher than 15 feet above the parapet wall, roof or ridge line of a building, whichever is the lesser.
- (5) Roof signs shall not extend higher than 15 feet above the roof line of the building.
- (6) Revolving signs subject to the following regulations:
 - (a) Does not encroach

over public property.

- (b) Limit of one revolving sign for each entity or business.
- (c) Maximum sign area not to exceed 100 square feet.
- (d) Shall not revolve more than 8 RPM and shall be so labeled by the manufacturer of said sign.
- (e) There shall be no flashing, animation, blinking, changing of colors or intensity of lighting changes or appearance of change, or faced with Scotch Light or other similar materials.

Exception: Ground signs may extend to a height of 35 feet above the finished grade. In case the sign is within 5 feet of a public sidewalk, the measurement shall be taken from the finished grade.

In no case shall said sign be higher than 15 feet above the parapet wall, roof or ridge line of the building, whichever is lesser. If more than one building is located on the lot, the highest building shall be used in determining height.

C Allowable sign area.

- (1) Total sign area allowable shall not exceed 4 square feet for each lineal foot of street frontage.
Exception: On each street frontage one real estate sign not exceeding 35 square feet in sign area and one construction sign not exceeding 35 square feet may be erected in addition to the allowable sign area in any one site or entity.
- (2) Where more than one separate entity or business is located on any one site, the sign area shall be calculated separately for each entity or business according

to the amount of street frontage on which each particular business fronts.

(3) Where such site is abutted by more than one street frontage, the allowable sign area shall be the sum of the allowable sign area for each street frontage.

(4) No sign shall cover more than 40% of the wall or fascia it occupies or is placed upon.

Window signs. Permanent and/or temporary signs inside of and attached to windows which may be maintained in addition to sign area permitted in all Commercial Zones, but shall in no way obscure more than 20% of the glass surface of the window(s).

E. Second story signs. Signs for second story businesses may be provided, but shall be part of the total sign area allocation for the premises.

F. Rooftop signs. No more than one roof sign shall be permitted on any one structure.

Section 28A.14. Sign Requirements and Regulations in M Zone [Manufacturing].

Sign requirements and regulations for businesses permitted in the M Zone are the same as those set forth in Section 28A.13.

Section 28A.15. Political Signs. Any political sign shall be permitted on private property only, with the consent of the property owner, in any zone; for a reasonable period of time preceding an election. No political signs shall be posted on public property or utility poles. All political signs shall be removed within 15 days following the date of the subject election.

Section 28A.16. Nonconforming signs in all zones.

(b) All nonelectrical signs which were nonconforming pursuant to the provisions of Ordinance No. N.S. 331 (repealed June 19, 1975) shall be removed in accordance with the following procedure:

(1) The Building and Planning Departments shall, within a reasonable time, cause to be sent notice to the owner and occupant of any lot or parcel wherein there exists such nonconforming nonelectrical sign, and said notice shall advise the owner and occupant of the existence of such nonconforming nonelectrical sign. Said notice shall be made through personal service or by certified mail with return receipt requested.

(2) Within one year after receipt of said notice, the owner or occupant of said parcel may cause to be filed an appeal to the Improvement Commission for an extension of time or for approval to maintain said sign in accordance with conditions imposed by the Improvement Commission. Any person shall have the right to appeal the decision of the Improvement Commission to the City Council in accordance with procedure set forth in Section 28A-2(c) of this chapter.

(3) If an extension of time is requested and granted by the Improvement Commission, said sign shall be removed by or prior to the expiration of said extension of time. In the event that said owner or occupant does not cause to be submitted to the Improvement Commission a request for extension of time or otherwise, then said sign shall be removed within one year after the receipt of the notice of the existence of the nonconforming nonelectrical sign as referred to above.

(4) Any person in violation of this subsection shall be guilty of an infraction. The person who or entity which is in possession of the premises where the sign is located shall be deemed in violation of this subsection. Each infraction shall be punishable by:

(a) a fine not exceeding \$50.00 for the first violation.

(b) If within 60 days after final disposition of the first violation the said sign violation has not been abated, then it will be deemed to be a second violation and a fine not exceeding \$100.00 will be imposed.

(c) If within 60 days after final disposition of the second violation the said sign violation has not been abated, then it will be deemed to be a third violation and a fine not exceeding \$250.00 for each additional violation of the same ordinance within one year will be imposed."

Alteration or reconstruction of nonconforming signs.

No nonconforming sign or advertising structure shall be altered or reconstructed unless the same, when so altered or reconstructed, shall comply with the requirements of this ordinance, except that nothing herein contained shall be construed as preventing a change or alteration of the advertising display matter or material upon any sign, or any repair of any sign which does not impair, weaken, or harmfully affect the structural strength, stability or wind resistance of any such sign.

Section 28A.17. Conditional approval. The Improvement Commission may attach appropriate and reasonable conditions to the approval of the proposed sign or signs, including but not limited to allowable projection and height, allowable sign area, location of sign or signs upon the lot or building, and other design modifications. In granting its conditioned approval, the Commission shall find that:

(1) The sign is permitted in the particular zone; and

(2) the modifications and conditions are reasonably compatible in character and quality of design with the

exterior architecture of the premises and other structures and signing in the immediate area; and

(3) the modifications and conditions will not materially reduce the visibility of existing conforming signs in the area.

Section 28A.18. Variance. The Commission 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 following conditions are found to exist:

(1) A variance authorized is not a grant of a special privilege inconsistent with the limitations on other properties in the vicinity; and

(2) Special conditions and extraordinary circumstances apply to the property and do not apply to other properties in the vicinity so that the strict application of this chapter works a demonstrated hardship on the particular property; and

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

III. Section 28A-19. "Sign review hearings": Sub-section (c) shall be deleted in its entirety and replaced by an "Exemption" and a new subsection-(c) to read as follows:

"Exemption: One wall sign only 21 square feet or less for a business which has no existing sign shall be exempt from the sign review process any may be approved by the building official if it complies with all other related provisions of this Chapter or any other law or ordinance regulating the same."

"(c) A fee for a sign review shall be paid in accordance with an amount fixed by resolution of the City Council."

SECTION 2. That this ordinance shall take effect thirty days after the date of its adoption.

SECTION 3. That prior to the expiration of fifteen days after the date of its adoption, the City Clerk shall cause this ordinance to be published in the Hermosa Beach Review, a weekly newspaper of general circulation, published and circulated in the City of Hermosa Beach.

PASSED, APPROVED and ADOPTED this 10th day of June, 1975.

/s/ GEORGE G. BARKS
PRESIDENT of the
City Council, and
MAYOR of the City of
Hermosa Beach, California

ATTEST:

/s/ Barbara Fleming
CITY CLERK
APPROVED AS TO FORM:
/s/ J. B. Mirassou
CITY ATTORNEY
STATE OF CALIFORNIA
COUNTY OF LOS
ANGELES
CITY OF HERMOSA
BEACH) SS.

I, BARBARA FLEMING,
City Clerk of the City of
Hermosa Beach, California,
do hereby certify that the
foregoing Ordinance No. N. S.
497 was duly and regularly
passed, approved and adopted
by the City Council of the City
of Hermosa Beach at a regular
meeting of said Council held
at the regular meeting place
thereof on the 10th day of
June, 1975, by the following
voto:

Ayes: Councilmen Doerfling,
Post, Tyson.

Noes: Mayor Barks.

Absent: None.

Dated: June 10, 1975.

(SEAL)

/s/ BARBARA FLEMING
City Clerk and
Ex Officio Clerk
of the City Council,
City of Hermosa Beach,
California
Review, June 19, 1975. R-4594

APPENDIX I

PLANNED DEVELOPMENT (OVERLAY) ZONE

ORDINANCE NO. 80- 645

AN ORDINANCE OF THE CITY OF HERMOSA BEACH, CALIFORNIA, TO AMEND THE HERMOSA BEACH ZONING CODE WITH THE ADDITION OF ARTICLE 9.1 FOR THE ESTABLISHMENT OF A PLANNED DEVELOPMENT.

WHEREAS, the Planning Commission and the City Council has found a need to provide for a General Plan and Zoning classification that can establish a basis for detailed coordinated planning for larger sites within the community that have great potential to specifically affect adjacent neighborhoods and generally the whole City; and

WHEREAS, the Commission and the Council notes that a specific plan approach allows for consideration and the important aspects of such project including traffic circulation and access, transition of uses, open space and buffering, parking, utilities, density, height, amenities, etc.

NOW, THEREFORE, BE IT RESOLVED that the City of Hermosa Beach does ordain as follows:

SECTION 1. The Zoning Ordinance shall be amended by the addition of Article 9.1. Planned Development District which shall read as follows:

Section 9.1. P-D Planned Development District.

Intent and purpose. The purpose of the P-D Planned Development District is to encourage and provide a means for effectuating development of a more desirable environment by the application of site planning techniques not permitted through the literal application of the zoning and subdivision regulations. The district is intended to provide for specific planning on larger parcels within the City to deal effectively with neighborhood and City-wide concerns such as traffic circulation, utilities, buffering and open space, parking, density, height, and layout. Recognizing that larger parcels of land can involve both greater problems and opportunities, it is the intent of this ordinance to provide for a preliminary planning process that allows for the early consideration of alternative and innovative design.

Section 9.1-1. Uses Permitted.

A. The following uses shall be permitted in the P-D Planned Development District:

1. P-D: All uses permitted in any zone, as established by this chapter ;

1 2. P-D-R: All uses permitted in any residential zone, as
2 established by this chapter;

3 3. P-D-C: All uses permitted in any commercial zone as
4 established by this chapter;

5 4. P-D-I: All uses permitted in any industrial zone as
6 established in this chapter.

7 B. Such uses shall be submitted for review and recommendation to
8 the Planning Commission and shall be subject to public hearing pursuant to the
9 provisions of this chapter.

10 C. The uses approved shall assure that the degree of compatibility
11 made one of the purposes of this chapter, shall be maintained with respect to
12 the proposed use on a particular site and location, giving consideration to
13 other existing and potential uses within the general area in which such use
14 is located or proposed to be located. The intent being that uses within the
15 site and between the site and the adjacent area should not be conflicting.

16 Section 9.1-2. Minimum Size

17 The minimum size parcel for a designation for planned development
18 shall be at least one-half ($\frac{1}{2}$) acre (over 21,780 or more square feet of land
19 area).

20 Section 9.1-3. Procedures

21 All applications and plans for the use and development of land in
22 these districts shall be submitted to the Planning Commission for review and
23 recommendation. An applicant may submit in a two-phased process, the first
24 being a Conceptual Project Review (CPR) wherein the basic alternatives of
25 design and layout can be considered at an initial public hearing. The
26 Commission may grant a conceptual approval to a particular project layout or
27 concept. A conceptual approval requires a second public hearing where the
28 specifics of the project would be considered. Conceptual approval does not
29 commit the Planning Commission to final approval of the project. The Planning
30 Commission must find the final project plans to meet the standards called out
31 in Section 9.1-5 and the intent and purpose of this code.

32 The Planning Commission shall issue its recommendations on a project

1 within thirty (30) days of the close of its final public hearing on the item.

2 Final action on a project shall be taken by the City Council within
3 forty (40) days of the issuance of a recommendation by the Planning Commission.

4 Section 9.1-4. Applications.

5 Applications for projects in a Planned Development District shall
6 include sufficient copies (as determined by the Planning Department) of the
7 following:

- 8 A. Environmental clearance (Negative Declaration, exemption of
9 approved Environmental Impact Report).
- 10 B. Certificate of Public Notice
- 11 C. Complete site plan including:
- 12 1) project layout.
- 13 2) floor plans and all elevations of proposed structure(s).
- 14 3) landscaping plan.
- 15 4) utility plan.
- 16 5) traffic circulation and parking plan with analysis of
17 project area traffic and parking impacts both within the
18 project and in relationship to adjacent areas.
- 19 6) project amenities.
- 20 7) proposed public improvements and/or dedications.
- 21 8) any project covenants, restrictions, or conditions.
- 22 9) development standards.
- 23 10) A certified land survey shall be provided to the Building
24 Department before any conditional use permit or building
25 permit can be issued.
- 26 D. Subdivision map, if necessary, for project.
- 27 E. Proof of ownership or agency for the site.
- 28 F. Preliminary Conceptual Review Application.
- 29 Applicants who choose to exercise the option of conceptual
30 review, shall submit sufficient copies (as determined by the
31 Planning Department) of the following:
- 32 1. Certificate of Public Notice.

- 1 2. Environmental Clearance
- 2 3. Plans of the proposed layout and design.
- 3 If the Commission grants conceptual approval for a project
- 4 design, then a date shall be established for the Commission
- 5 to consider the final application. The final application
- 6 shall contain all items in Section 9.1-4, A thru E.
- 7 Section 9.1-5. Development Standards.
- 8 A. The standards that the Commission shall apply to projects in
- 9 Planned Development Zones shall be:
 - 10 1. Consistent with the General Plan.
 - 11 2. The provisions of the Condominium Ordinance, Sections
 - 12 29.5-16 thru 29.5-20 of the City Code for all projects that involve residential
 - 13 usage.
 - 14 3. Commercial projects shall be consistent with the provisions
 - 15 of Article 8 of the City Zoning Ordinance and industrial projects shall be
 - 16 consistent with Article 9 of the City Zoning Ordinance.
 - 17 4. Height limits for residential projects shall be as follows:

<u>General Plan Designation</u>	<u>Maximum Height</u>
18 Low Density Residential	25 ft.
19 Medium Density Residential	30 ft.
20 High Density Residential and	
21 Multi-Use Corridor (residential uses)	35 ft.
 - 22 The Commission may consider minor (10% or less) variations
 - 23 on the above standards where it is clearly demonstrated in the project that
 - 24 intent and purposes of this Ordinance is met, that special circumstances
 - 25 exist and that the variation will be compensated for by other improvements.
 - 26 B. The applicant may be required, as a condition of approval, to
 - 27 dedicate land for street or park purposes, to restrict areas perpetually as
 - 28 open space for common use, or to grant dwelling units, or land, or pay in lieu
 - 29 fees for affordable housing by appropriate covenants.
 - 30 C. The site for the proposed use shall be of adequate size and
 - 31 shape to accommodate the proposed use, yards, courts, wall, fences, and
 - 32

1 landscaping buffers, parking, and other required features.

2 D. Adequate street access shall be provided to carry the quantity
3 and kind of traffic generated by the proposed use and designed to provide
4 adequate ingress and egress for fire-fighting equipment.

5 E. Project shall provide adequate parking for the need of residents
6 and/or tenants and visitors and/or customers of the project.

7 F. The proposed use shall have no substantial adverse effect upon
8 abutting property, the neighborhood, or the City, and the proposed use shall
9 protect the public health, safety, convenience, interest, and general welfare.
10 In order to insure this provision and to comply with the purpose and intent of
11 this chapter and the General Plan, any development standards or conditions may
12 be imposed to create orderly and proper uses as determined by the City Council.

13 G. A time limit for development may be imposed for the completion
14 of the project or phases of the project.

15 SECTION 2. That this ordinance shall become effective thirty (30)
16 days after the date of its final adoption.

17 SECTION 3. That prior to the expiration of fifteen (15) days after
18 the date of its adoption, the City Clerk shall cause this ordinance to be
19 published in the Hermosa Review, a weekly newspaper of general circulation,
20 published, and circulated in the City of Hermosa Beach.

21 PASSED, APPROVED AND ADOPTED this 23rd day of September, 1980.

22
23 George G. Bantz
24 PRESIDENT of the City Council and
MAYOR of the City of Hermosa Beach, California

25 ATTEST:

26
27 Charlotte Melone CITY CLERK
28

29 APPROVED AS TO FORM:

30
31 Charles J. Park CITY ATTORNEY
32

APPENDIX J

LAND USE ELEMENT MAP (GENERAL PLAN)

(ADOPTED 02/25/75)

AMENDMENT NO. 9
TO THE
HERMOSA BEACH GENERAL PLAN

Amendment No. 9 - N.S. 3362 - Land Use Element Revision -
2/25/75 General

Amendment No. 20 - RES 764078 - Land Use (Commercial-Recreation
Areas) Redesignating Southwest Section to General Commercial
and High Density Residential - 1/11/77

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LAND USE ELEMENT

J-3

This Element is to establish the general land use patterns and residential densities in the City. More precise elements will deal with specific land use problems such as open space, housing, circulation, etc.

RESIDENTIAL AREAS

The total of 433 acres of land are designated for residential usage in the General Plan. The majority is designated for "low density." Density implies the number of dwelling units which may be built on privately owned land. By extension, as shown under "Maximum Density" on the attached chart of Residential Density and Population Holding Capacity, this limitation also controls the number of dwelling units, not the type of dwelling. A single-family home on a 2,100 square foot lot represents a density of 20.8 units to the acre, also medium density.

DENSITY PLAN

The Land Use Element designates three general categories of residential density, as follows:

LOW DENSITY: 0 to 13 dwelling units per net acre. This density would consist mostly of single-family homes. Existing single-family homes on 50 x 100 foot lots represent the predominate use and development in the area set aside for this density. The Low Density area also includes some small lots, some duplex sites and some multi-family sites. It is intended that any development of these sites in the future shall fall within the specified density range (minimum of 3,350 square feet of lot area per unit).

Residential Density & Population Holding Capacity
City of Hermosa Beach, California

A	B	C	D	E	F
RESIDENTIAL TYPES	H/US ACRES	ACRES (NET)	RANGE OF H/US	PERSONS/FAMILY	POPULATION RANGES
LOW DENSITY	0-13	230	0 - 2,990	2.4	0 - 7,176
MEDIUM DENSITY	14-25	123	1,722 - 3,075	2.4	4,133 - 7,380
HIGH DENSITY	26-40	80	2,080 - 3,200	2.3	4,784 - 7,360
TOTAL			3,802 - 9,265	2.4	9,125 - 22,236
MULTI-USE CORRIDOR	26-40	48	625 - 960	2.3	1,438 - 2,208
TOTAL		481	4,427 - 10,225	2.4	10,625 - 24,540
MEDIAN			7,326		17,582

CHART B
COMMERCIAL, OPEN SPACE, OTHER ELEMENTS & TOTALS
CITY OF HERMOSA BEACH, CALIFORNIA

A C R E S	C O M M E N T S
0	22
COMMERCIAL/ RECREATIONAL	MOTEL/RESORT HOTEL NOT COUNTED AS RESIDENTIAL
0	71
OPEN SPACE	SCHOOLS & PARKS
0*	59
COMMERCIAL	* THERE IS A CERTAIN AMOUNT OF RESIDENTIAL IN COMMERCE AREAS
OTHER	R. R. RIGHT OF WAY
TOTAL	703*
STREETS	LAND AREA EXCLUSIVE OF STREETS
TOTAL (LAND)	192
OCEAN AREA	895
GRAND TOTAL	3,456
	EQUALS APPROXIMATELY 1.4 SQ. MI. LAND AREA
	EQUALS APPROXIMATELY 6.8 SQ. MI. TOTAL INCORPORATED AREA

* INCLUDES 433 RESIDENTIAL ACRES PLUS 48 MULTI-CORRIDOR ACRES.

MEDIUM DENSITY: 14 to 25 dwelling units per net acre. This category would consist mostly of two-family homes and single-family homes on small lots, including garden apartments, and townhouses. It is intended that any future development in this area shall fall within the specified density range.

HIGH DENSITY: 26 to 40 dwelling units per net acre. Uses in this category would be mostly apartment buildings, which would be required to meet carefully designed standards for building coverage, setbacks, open space and parking. Small lots within the area will result in lower densities in part, existing high densities will be compensated for by these small lots, medium density - spot developments. It is intended that all future development in this area shall fall within the specified density range.

It should be emphasized that the Land Use Element Density Plan is only a guide for zoning decisions, and not a specific districting plan. It is expected that within the higher land use categories there will be all three basic types of developments and there may be a wide range of densities in any one block. Several R-1 zones might be employed, each with different minimum lot sizes. Or, several R-3 zones could be created, each with different development standards, or Planned Development zones might be employed. The basic purpose and intent of the Density Plan of the Land Use Element is to set the broad outline of growth pattern to achieve the target optimum maximum density of 24,000 persons when the City is fully developed.

Revised 2/10/77

CHART C

POTENTIAL GROWTH

City of Hermosa Beach, Ca.

Maximum Housing Units		10,225
Existing Housing Units	8,607	- 8,607
Average P/F	X <u>2.4</u>	<u>1,618</u>
Existing Population	20,657	
Maximum Population	<u>24,540</u>	
Potential Pop. Growth	3,883	
Housing Unit Growth		1,618

Revised 2/10/77

COMMERCIAL AND OTHER RELATED LAND USES

A total of 125 acres of the urban land use of Hermosa Beach is designated for commercial uses. About 60 acres of the urban land is designated for general commercial and central commercial. However, it must be remembered that much of the space requirements can be placed in two or more floors and that parking requirements can be stacked in garages. The important thing is the kind of commercial activity rather than simply the number of acres designated in rather broad terms.

The type of commercial areas designated in the Plan are categorized as follows:

Commercial Areas: This category includes general commercial uses, the Central Business District, and related activities.

Neighborhood Commercial: This category designated certain areas for development into neighborhood convenience shopping areas, with grocery stores, small cafes, laundromats, and similar service shops designed to primarily serve local walk-in traffic.

Multi-Use Corridor: The purpose of the land use category is to provide additional depth for development, and to allow various types of land use. It would include apartments, shops, stores, restaurants, office buildings, service stations, auto dealers, specialty shops, bowling alleys, and other similar activities. However, strict standards of development, including landscaping, set-back, parking, architectural design, sign controls and street appearance would be enforced.

Commercial Recreation: Commercial recreation includes such activities as bowling alleys, motels, theaters, entertainment establishments, night-clubs, shops and similar businesses.

The Central Business District

The concept of the General Plan is to recreate the downtown area into an unusual community shopping center, supplying the basic shopping needs of the City's residents and also supplying the needs of beach visitors. The Downtown area is defined as the area bounded by the Strand, 10th Street, 15th Street, and Manhattan Avenue, and including the Pier Avenue Corridor to Pacific Coast Highway, to extend 100 feet deep on each side of Pier Avenue.

There should be developed a commercial element to the General Plan that specifically addressed the matter of commercial development in the central business district as well as the general commercial on the highway, Artesia and Aviation Boulevards.

Community Facilities and Related Land Uses

The General Plan provides for and designates land areas for various community facilities throughout the City, including schools, government facilities, a fire station, library, post office, parks and open space, and utility facilities.

Schools

No new school locations are proposed. At an average capacity of 500 pupils, Hermosa's elementary schools would need 10 acres each or a total of 50 acres.

A revision and re-arrangement of school facilities may be desirable. A Precise Plan of Elementary School facilities should be prepared, and become part of the City's General Plan of Land Use. The Elementary School District should prepare the Precise Plan, the City must relate it to the Open Space Element. A joint-agency project is recommended.

Parks and Open Space

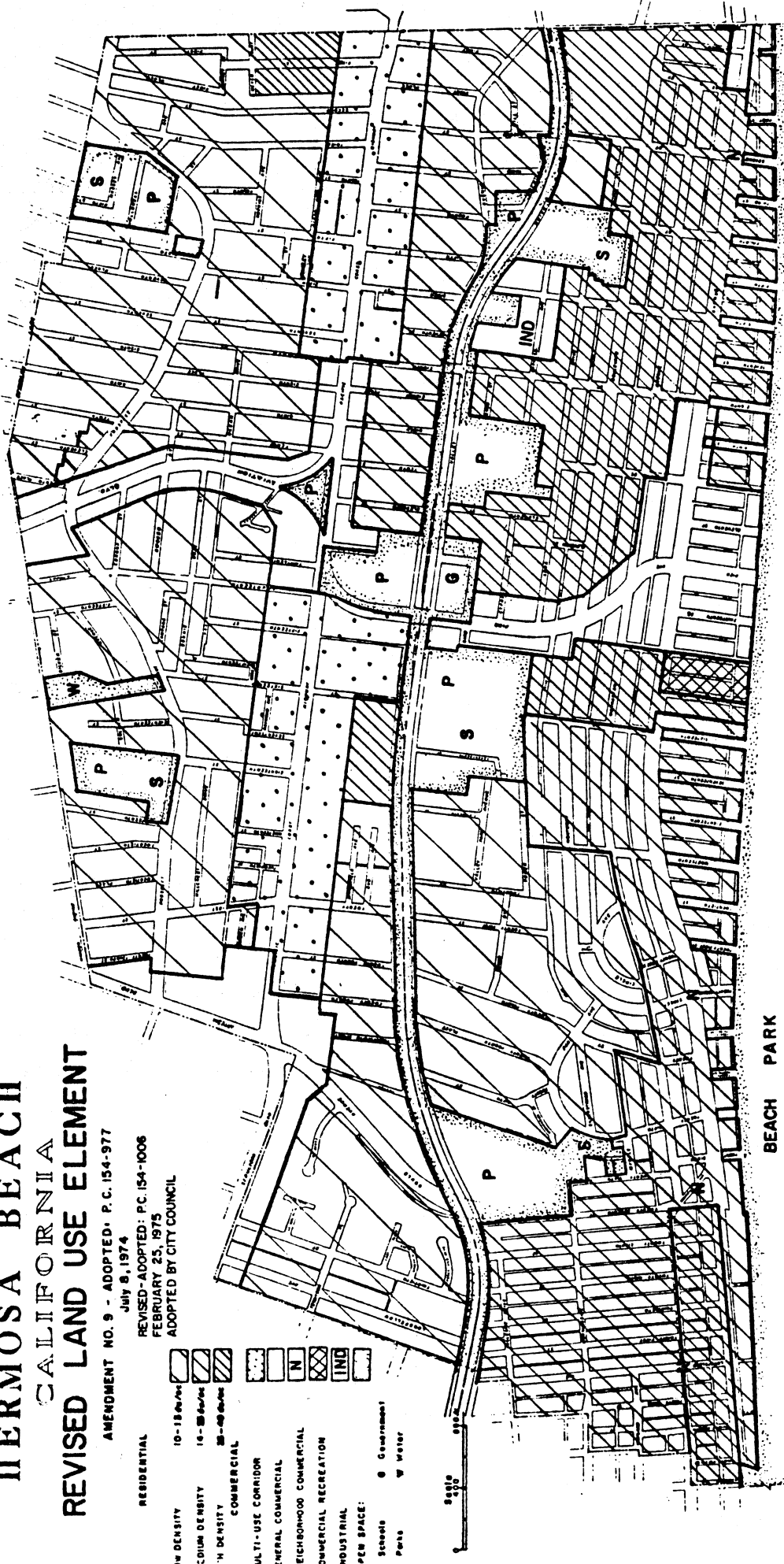
An Open Space Element is currently under preparation as is mandated by the State.

The General Plan designates approximately 71 acres for parks, schools, and other open spaces, not including the beach. (See Chart A).

**GENERAL PLAN-1985
HERMOSA BEACH
CALIFORNIA
REVISED LAND USE ELEMENT**

AMENDMENT NO. 9 - ADOPTED: P.C. 154-977
JULY 8, 1974
REVISED-ADOPTED: P.C. 154-1006
FEBRUARY 25, 1975
ADOPTED BY CITY COUNCIL

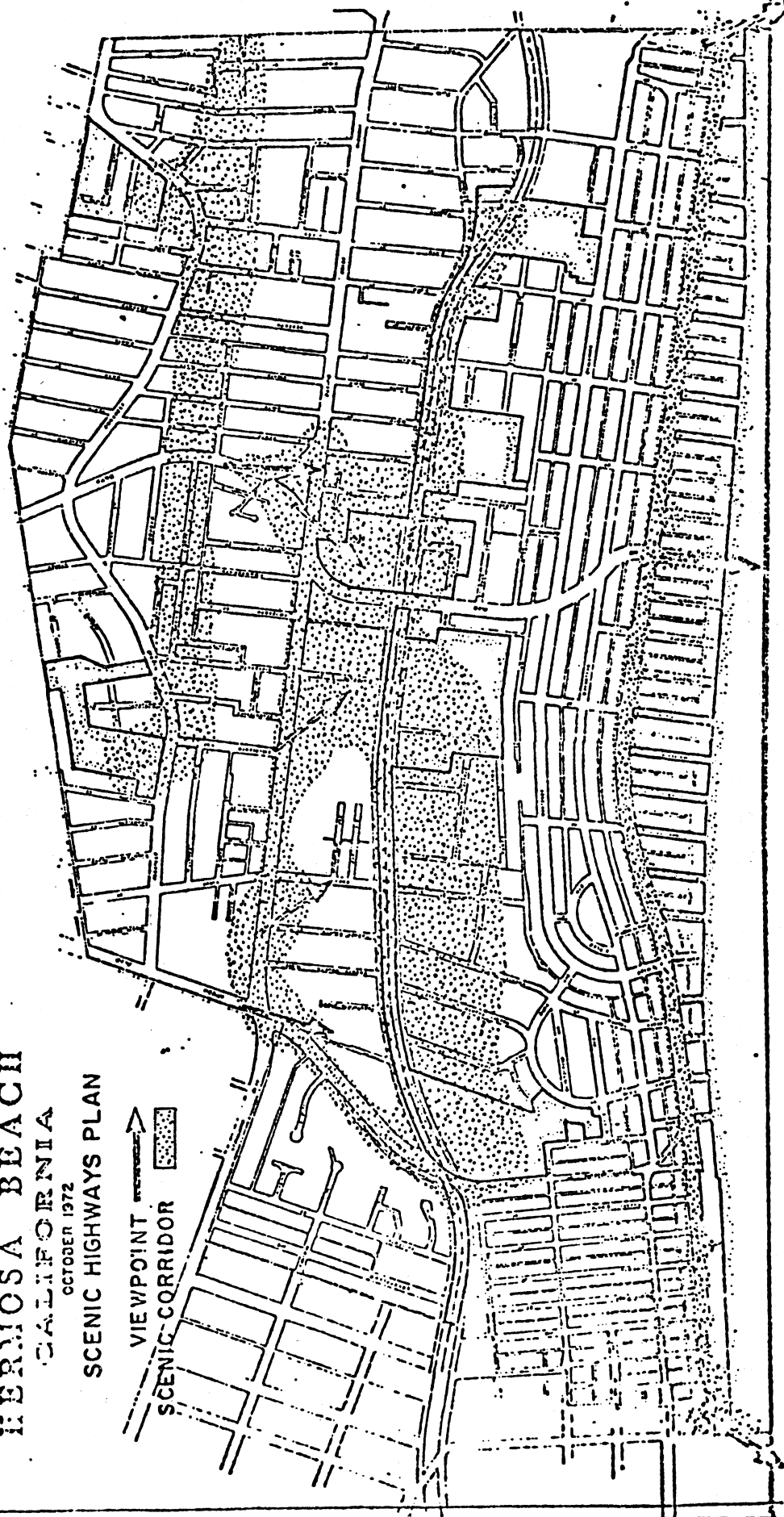
- RESIDENTIAL
 - 10-18 du/acre
 - 14-20 du/acre
 - 20-40 du/acre
- COMMERCIAL
 - ULTI-USE CORRIDOR
 - GENERAL COMMERCIAL
 - TECHNOLOGY COMMERCIAL
 - COMMERCIAL RECREATION
 - INDUSTRIAL
 - OPEN SPACE:
 - 1 Scenic
 - 2 Parks
 - 3 Government
 - 4 Water



APPENDIX A

MAP
HERMOSA BEACH
 CALIFORNIA
 OCTOBER 1972
SCENIC HIGHWAYS PLAN

VIEWPOINT 
 SCENIC CORRIDOR 



Revised 2/10/77

The parks and open space element provides for an interlocking network of neighborhood parks, pedestrian and bicycle trails, and schools.

The fourteen acres of parks for 20,000 persons would yield a rate of about 0.73 acres of park per 1,000 persons. The acreage rate per 1,000 persons has been the yardstick used by various agencies and studies for evaluating park land adequacy. The National Standards vary from 2.5 - 10 acres per 1,000. Additionally, there exists about 50 acres of beach which is specialized regional recreational area.

The Park Plan proposed creating a new neighborhood park at Fourth Street and Ardmore Drive, adjacent to the AT&SF right of way, to be joined with South School.

A separate Precise Plan of Parks and Recreation will be prepared as part of the General Plan.

Administrative and Civic Facilities

The present civic center is proposed to remain essentially at its present 2.5 acres. Should the Pier Avenue School be closed to educational use, it should be seriously considered for public use, as recreation, cultural, or office facility. A community theater could be provided, and substantial sports facility, with use of public off-street parking on weekends.