

RESOLUTION P.C. 05-

**A RESOLUTION OF THE PLANNING COMMISSION OF
THE CITY OF HERMOSA BEACH, CALIFORNIA, TO
RECOMMEND AMENDING THE ZONING ORDINANCE,
SECTION 17.50.010, TO ALLOW NON-COMMERCIAL
SPEECH ON COMMERCIAL SIGNS**

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

Section 1. The Planning Commission held a duly noticed public hearing on March 15, 2005, to consider amending the Zoning Ordinance, Chapter 17.50, to allow sign owners to substitute non-commercial sign speech on commercial signs.

Section 2. Based on the evidence considered at the public hearing, the Planning Commission makes the following findings:

1. The Zoning Ordinance, Chapter 17.50, Signs, currently is not consistent with case law regarding non-commercial speech as it favors commercial speech.

Section 3. Based on the foregoing, the Planning Commission hereby recommends that the Hermosa Beach Municipal Code, Title 17-Zoning, Chapter 17.50 be amended as follows:

1. Amend Section 17.50.010 by adding sub-section D as follows:

“D. Notwithstanding any other provision of this Code, any noncommercial copy may be substituted for any commercial copy on any sign permitted by this Code. If noncommercial sign copy is substituted, the resulting sign will continue to be treated as the original commercial sign under this Code and will not be deemed or treated as on off-premises sign. The content of any noncommercial copy on any sign otherwise permitted by this Code may be changed without complying with any provisions of this Code normally required for sign copy or design approval.”

VOTE: AYES:
 NOES:
 ABSTAIN:
 ABSENT:

CERTIFICATION

I hereby certify the foregoing Resolution P.C. 05- is a true and complete record of the action taken by the Planning Commission of the City of Hermosa Beach, California, at their regular meeting of March 15, 2005.

Sam Perrotti, Chairman

Sol Blumenfeld, Secretary

Date