

City of



Rancho Palos Verdes  
COMMUNITY DEVELOPMENT  
PLANNING DIVISION

March 21, 2024

**NOTICE**

NOTICE IS HEREBY GIVEN that the Planning Commission of the City of Rancho Palos Verdes will conduct a public hearing on Tuesday, April 9, 2024, at 7:00 p.m.

The meeting will take place in accordance with the requirements of the Ralph M. Brown Act, Section 54950 et seq. of the Government Code. Remote participation by any Committee/Commission member shall be in accordance with Subdivisions (b)(3) or (f) of Government Code Section 54953. The meetings are held at Hesse Park, McTaggart Hall, 29301 Hawthorne Boulevard and/or via teleconference for staff/consultants/participants using the Zoom platform and broadcast live on the City's website at [rpvca.gov/agendas](http://rpvca.gov/agendas) and on PVPtv channels Cox 35 and Frontier FiberOptic 39. Public participation will be in person and using the virtual platform. The Planning Commission will consider the following proposed project:

**SIGN PROGRAM AND VARIANCE (CASE NOS. PLSP2024-0010 & PLVA2024-0001)**

– A request to approve a commercial Sign Program for the shopping center known as "Western Plaza", located at the south-west corner of Trudie Drive and South Western Avenue. A Sign Program is a coordinated design plan of one or more signs for an individual business, a multi-tenant business center, or other site that specifies the number, size, description, and location of all signs located or to be located on the parcel or business site. This Sign Program is being proposed in relation to a proposed remodel of the existing commercial buildings (no Planning Commission hearing required) that is currently in the Building & Safety Division's plan check process. The proposed project also includes a request for a Variance to deviate from setback, sign area and height standards related to the development of four monument signs at the same center.

**LOCATION:** 29105-29229 S. Western Avenue

**APPLICANT:** SCG West Developers

**LANDOWNER:** San Pedro Beach Properties

This project is categorically exempt pursuant to California Environmental Quality Act, Section 15301 (Existing Facilities).

The reason you are receiving this notice is because your property is located within 500 feet of the proposed project. If you have any comments or concerns about the proposed project, please communicate those thoughts in writing to Amy Seeraty, Senior Planner, by Tuesday, April 2, 2024. By doing so, you will ensure that your comments are taken into consideration for the staff analysis of the project. Written comments submitted after noon, April 2, 2024, will be given to the Planning Commission on the night of the meeting. Please note that written materials, including emails, submitted to the City are public records and may be posted on the City's website. Accordingly, you may wish to omit personal information from your written materials as it may become part of

the public record. Only those who have submitted written comments at or prior to, and/or given testimony at the public hearing will receive notification of the decision.

If you would like the opportunity to review the materials associated with proposed project, they are on file in the Community Development Department at 30940 Hawthorne Boulevard, Rancho Palos Verdes, and are available for review from 7:30 a.m. to 5:30 p.m. Monday through Thursday, and from 7:30 a.m. to 4:30 p.m. Friday. The final Staff Report will be available on the City's website, <https://ca-ranchopalosverdes2.civicplus.com/772/City-Meeting-Video-and-Agendas>, on April 4, 2024, under Planning Commission Agenda.

If you have any questions regarding this application, please contact Amy Seeraty, Senior Planner at (310) 544-5231 or via email at [amys@rpvca.gov](mailto:amys@rpvca.gov).



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Brandy Forbes, AICP  
Director of Community Development

**NOTE: STATE GOVERNMENT CODE SECTION 65009 NOTICE:** If you challenge this application in court, you may be limited to raising only those issues you or someone else raised in written correspondence delivered to the City of Rancho Palos Verdes during the public review period described in this notice.

**PLEASE PUBLISH IN THE PENINSULA NEWS ON THURSDAY, MARCH 21, 2024.**