

**ATTACHMENT C
PUBLIC NOTIFICATION INFORMATION**

Pursuant to Municipal Code Section 9.37.030(E), and in accordance with the posting requirements set forth by the Zoning Administrator, the applicant posted a sign on the property regarding the subject application within 15 days of submittal of the discretionary permit application. At least 8 weeks prior to the public hearing date, the applicant submitted a photograph to verify the site posting and to demonstrate that the sign provides the following information: Project case number, brief project description, name and telephone number of applicant, site address, date, time and location of public hearing, and the City Planning Division phone number. It is the applicant's responsibility to update the hearing date if it is changed after posting.

In addition, pursuant to Municipal Code Section 9.37.050, notice of the public hearing was mailed to all owners and residential and commercial tenants of property located within a 750 foot radius of the project and published in the *Santa Monica Daily Press* at least 14 consecutive calendar days prior to the hearing.

On January 21, 2021 the applicant was notified in writing of the subject hearing date.

**NOTICE OF A PUBLIC HEARING
BEFORE THE SANTA MONICA PLANNING COMMISSION
VIA TELECONFERENCE
Pursuant to Executive Order N-29-20 Issued by Governor Gavin Newsom**

SUBJECT: 20ENT-0262 (Conditional Use Permit)
828 Pico Boulevard
APPLICANT: Sarah Hendrix, Lady and Larder
PROPERTY OWNER: Pico Fund II, LLC

A public hearing will be held by the Planning Commission to consider the following request:

The applicant (Lady and Larder) requests approval of a Conditional Use Permit (20ENT-0262) to allow for the ancillary sale of beer and wine for off-site consumption (Type 20 ABC license) in conjunction with the operation of a new small-scale retail cheese shop within the GC (General Commercial) District. Pursuant to Santa Monica Municipal Code Section 9.31.040(B), a Conditional Use Permit is required for the dispensation of alcoholic beverages for on-site or off-site consumption.

DATE/TIME: WEDNESDAY, FEBRUARY 17, 2021 AT 5:30 PM

LOCATION: In an effort to reduce the risk of spreading Coronavirus (COVID-19), members of the Planning Commission and City Staff will participate via teleconference. The meeting will be broadcast on CityTV Channel 16 and streamed on the City's website as normal but participants may also join the teleconference via <https://primetime.bluejeans.com/a2m/live-event/ppckqfzd> or by dialing in at 1-415-466-7000 (PIN: 7405601 #).

HOW TO COMMENT

The City of Santa Monica encourages public comment. Those wishing to give written public comment shall email comments to planningcomment@smgov.net. Comments received prior to 12 p.m. on the day of the meeting will be distributed to the Planning Commission prior to the meeting and posted online. Please note the agenda item in your comments.

Additionally, public comment can be made by telephone by pre-registering on the link provided on the posted online agenda no later than 3:30 p.m. on the day of the meeting. Remarks from the public made by telephone will be limited to up to 3 minutes per item.

Address your comments to: Tiffany Lin, Associate Planner
Re: 20ENT-0262

MORE INFORMATION

If you want more information about this project or wish to review the project file, please contact Tiffany Lin by e-mail at tiffany.lin@smgov.net. The Zoning Ordinance is available on the City's web site at www.smgov.net. For disability-related accommodations, please contact (310) 458-8341 or (310) 458-8696 TTY at least 72 hours in advance. Every attempt will be made to provide the requested accommodation. All written materials are available in alternate format upon request. Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the public hearing

described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the public hearing.

ESPAÑOL

Esto es una noticia de una audiencia pública para revisar aplicaciones proponiendo desarrollo en Santa Monica. Si deseas más información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-8341.