South Bay Moves welcomes you to

Hermosa Beach



History · Lifestyle · Schools · Real Estate

Colleen Hartley · DRE# 01338880 · Beach City Brokers Inc
colleen@southbaymoves.com · Equal Housing Opportunity

SOUTH BAY MOVES

meet Colleen

Colleen Hartley is a real estate agent with Beach City Brokers in Redondo Beach, licensed in California since 2002. She has lived in the South Bay since 2001, has owned property in Hermosa Beach and in Redondo Beach, and lives in South Redondo Beach today.

When working with sellers, Colleen's eye for detail shines through, from coordinating vendors to her hands-on staging efforts. When offers arrive, she puts them in a spreadsheet and reviews every one before she discusses them with you. On every sale, she writes out and prints her comparable sales for the appraiser to support the price.

With buyers, she enjoys the search for the right property at the buyer's budget. She is also a landlord. Her South Bay rental came with an ADU in place, so she knows from the owner's side what a second unit adds.

Away from work, she and her husband, Gary, tour the South Bay on e-bikes. She loves to entertain and to travel, and she is an avid supporter of veterans of the Armed Forces.



Colleen Hartley

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dig into the backstory . . .

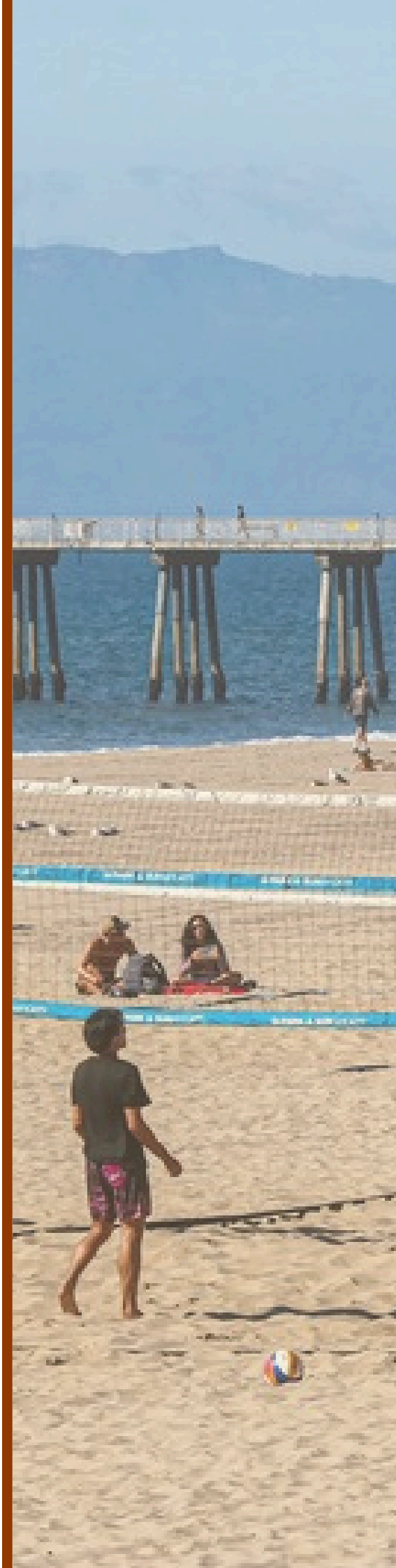
Hermosa Beach obtained its city charter on January 14, 1907. It is one of only a few cities in California to own its beaches. Early founders quickly recognized the uniqueness of Hermosa's beaches — clean sand, very little kelp debris, and few rip tides or dangerous undertows made it among the safest and most beautiful beaches in Southern California.

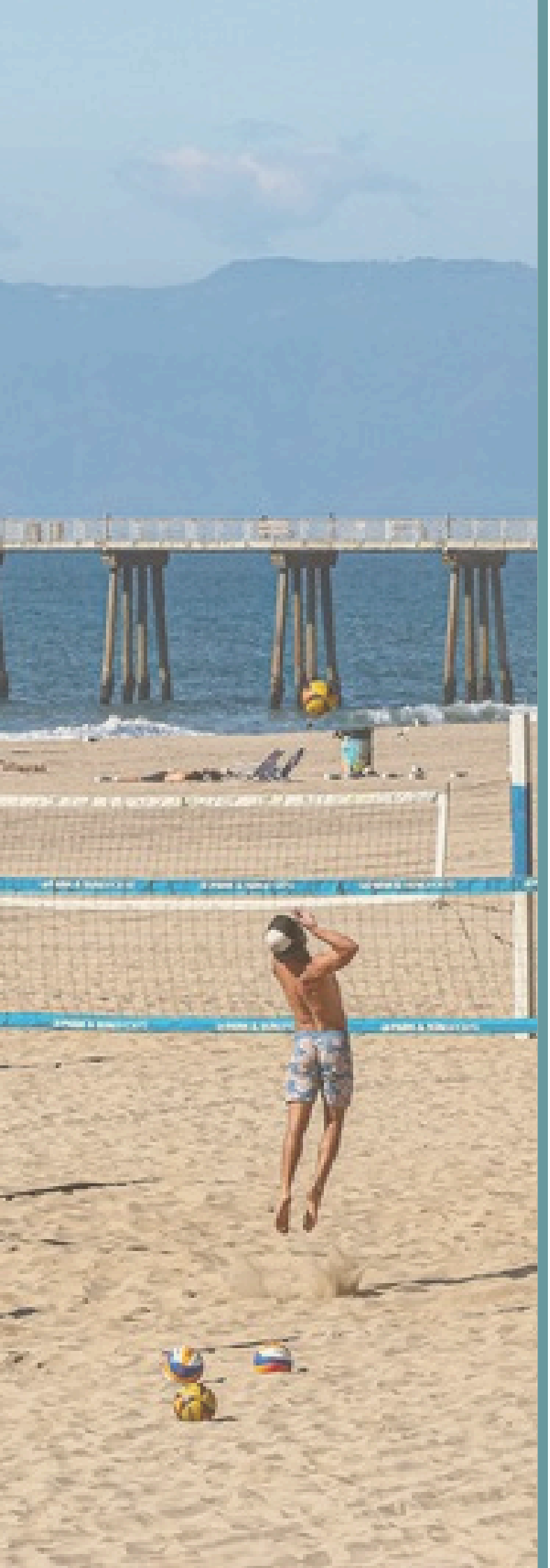
When planning for future growth, the founders protected areas on either side of the pier, and deeded that the area "was to be held in perpetuity as a beach playground, free from commerce, and for the benefit of not only the residents of Hermosa, but also for the sea lovers of Southern California." Almost 120 years later, that spirit holds.

Hermosa has been named on numerous "Best Of" lifestyle lists and featured on The Travel Channel as a destination beach community.

Today, Hermosa Beach is a virtual playground for beach enthusiasts who enjoy cruising The Strand by foot, on skateboards, beach cruiser bicycles or roller skates. The city hosts numerous popular community events such as the Hermosa Beach Open, Taste at the Beach, and the Skechers Pier to Pier Friendship Walk.

Hermosa is a haven for beach athletics and is home to annual AVP and AAU volleyball tournaments as well as the Surfer's Walk of Fame. The world famous Comedy and Magic Club is in the heart of downtown. Hermosa officially kicks off and closes the summer season with Fiesta Hermosa, a 3-day event held over Memorial Day weekend.





music & culture

Music has long been part of Hermosa's unique heritage. The world-famous Lighthouse Cafe was the first club of its kind in the beach cities, launching jazz greats throughout the 50's and 60's. The punk rock scene followed: Black Flag was formed here in 1976–77 and influenced The Circle Jerks, Red Kross, The Minutemen, The Descendants, and Pennywise.

surfing roots

Hermosa is steeped in surfing's founding in the continental United States. Icons Greg Noll, Bing Copeland, Hap Jacob's and Dewey Weber all surfed and shaped boards in their Hermosa shops. The Seawright and the Labor Day Calcutta — cherished four-man volleyball tournaments dating back over 67 years — carry on the competitive tradition.

real estate overview

There are only three MLS areas in Hermosa Beach real estate. Residents who live along Hermosa's most eastern border can access the beach by a 15-minute walk. The city's compact size is a core part of its enduring appeal — almost everything is walkable, and the range of home types across the three areas means buyers at virtually every price point can find a place to call Hermosa home.

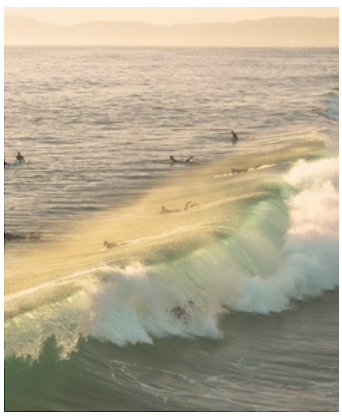
a year in hermosa beach

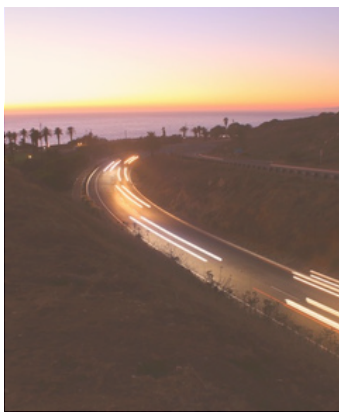
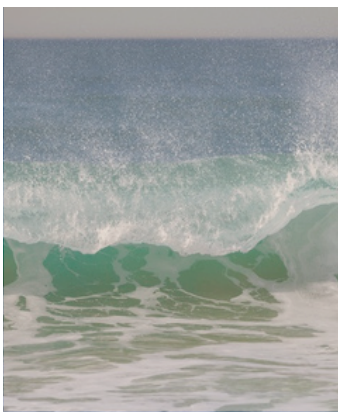
Hermosa Beach's yearly events, month by month, from the City of Hermosa Beach calendar. Dates change from year to year, so check hermosabeach.gov before you plan around one.

January: Winter Sidewalk Sale
February: Residential parking permit sales open for the new permit year
March: St. Patrick's Day Parade
April: Spring Sidewalk Sale
May: Classic Car Show · Pets in the Park · Communitywide Garage Sale · Memorial Day Fiesta Hermosa
June: Fine Arts Festival · South Bay Paddle
July: Shakespeare by the Sea at Valley Park · International Surf Festival
August: Summer Sidewalk Sale
September: Labor Day Fiesta Hermosa · Hermosa Beach Open · Hermosa Beach Concert Series
October: Pumpkins in the Park · Skechers Pier to Pier Friendship Walk
November: Hermosa for the Holidays
December: Sand Snowman Contest

Close to Hermosa Beach
Late April or early May: BeachLife Festival, Redondo Beach waterfront
Late July or early August: Charlie Saikley 6-Man Beach Volleyball Tournament, part of the International Surf Festival, Manhattan Beach Pier
December: Skechers Manhattan Beach Holiday Fireworks Festival, Manhattan Beach Pier

Events from the City of Hermosa Beach calendar and e-newsletters, the City of Manhattan Beach calendar and beachlifefestival.com, read November 21, 2026. Dates and hosts change from year to year.





hermosa sand section

THE STRAND · NORTH HERMOSA · SLEEPY HOLLOW · DOWNTOWN · SOUTH HERMOSA





The Sand Section of Hermosa Beach is one of only three MLS real estate sections that make up the city. It breaks down into five distinct sub-sections, each with its own character and price profile.

the strand

The Hermosa Strand is made up of homes that face the ocean and the Marvin Braude Bike Trail, with garage access on the East-alley side (Ocean Dr). Strand properties begin in North Hermosa at 35th St and continue to Hermosa's southernmost border at Herondo/1st St. The Strand is home to some of Hermosa Beach's most expensive real estate, reaching top sale prices as high as $14.5 million in 2025.

north hermosa

Properties north of 16th St. through 35th St border South Manhattan Beach and offer a true "pier-to-pier" lifestyle — meaning Manhattan Beach's Metlox shopping plaza, the Manhattan Beach Farmers Market, and the Strand from pier to pier are all a bike ride or a walk away. It's slightly quieter here than downtown Hermosa, with only a handful of commercial properties sprinkled throughout, and the ones that exist have earned their place. North End Bar & Grill has been a neighborhood anchor since 1999, with a spacious outdoor patio that draws locals year-round for everything from weekend brunch to a post-surf drink. The Bottle Inn — now celebrating 50 years — remains one of the South Bay's most beloved Italian restaurants, with a recently renovated ocean-view patio and intimate wine cellar for private events. Martha's 22nd Street Grill anchors the morning and afternoon crowd as a beloved breakfast institution, and by evening transforms into the home of Sushi Bar, an omakase residency widely regarded as among the best in the country, serving just 12 guests per seating. These are the kinds of locally owned, community-rooted businesses that make North Hermosa feel less like a neighborhood and more like a small town.

sleepy hollow

Bounded by Park Avenue and "The Sand Dune" to the west, this area offers larger, mostly flat lots ranging from 4,800 sf to as large as 28,000 sf. Owners enjoy the rare opportunity for privacy, pools, and large back yards, all while only five or six blocks from the beach.

downtown

The downtown district flanks Pier Avenue and Pier Plaza between 8th St. and 16th St. Run by two Somni alums, Vin Folk brings globally minded, chef-driven cooking to a candlelit corner spot a block from The Strand — and has the MICHELIN recognition to prove it belongs in any conversation about the best restaurants in Los Angeles. With neighborhood favorites like Vin Folk, Tower 12, Radici, Palmilla and The Rockefeller within steps of home, the "park-and-walk" lifestyle is easy to love.

south hermosa

Homes in South Hermosa are steps from the Marina where locals can enjoy a day on the water or grab a casual bite from iconic Mickey's Deli, and residents looking for a members-only social scene can look into a membership at the California Surf Club, a restaurant and social club in neighboring South Redondo Beach founded by the team behind the beloved BeachLife Festival. The long-anticipated redevelopment of the former AES power plant site at the south end of Hermosa continues to evolve — the plant was decommissioned in 2024, and the City of Redondo Beach has since broken ground on new parkland adjacent to the site, with broader open space and habitat restoration plans in progress for the larger parcel. How the full site ultimately develops will have meaningful implications for the south end of Hermosa Beach for decades to come.







living on the strand

Strand homes range from classic mid-century beach cottages with vaulted ceilings, open kitchens, and ocean views straight through the living room, to new construction trophy properties pushing the boundaries of coastal architecture. The common thread is the access — your backyard is the Pacific.

Whether your style runs toward a charming vintage beach house with a surfboard over the fireplace and a Miele range or a newly built modern home with rooftop turf, glass railings, and a fire pit at sunset, the Strand has a version of it.





parking near the sand

Homes between The Strand and Loma Drive, Park Avenue and Morningside Drive, from the north city line to the south, sit in the City's Impacted Parking Area, along with Cypress Avenue, on either side, between 11th Street and Pier Avenue. Street parking there falls under the Residential Parking Permit program. These rules cover the 2026 to 2027 permit year.

Who qualifies. Hermosa Beach residents with an address inside the Impacted Parking Area. Permits go to one residential address per permit cycle.

How many. Up to three permits per residence each year, and one of the three can be a transferable guest hang tag. A fourth is available with a signed affidavit when the household's drivers outnumber the home's on-site parking spaces. The City Manager can approve up to two more through an appeal, for a maximum of six.

What it costs. $60 per permit.

When. 2026 to 2027 sales opened February 2, 2026. The permit year runs March to February, and enforcement of the new permits begins March 20. In the summer one-hour zone, the new permit has to be on display by May 15, with enforcement through September 15.

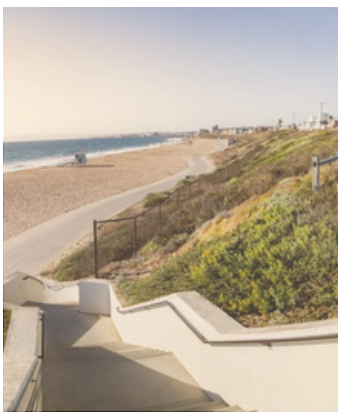
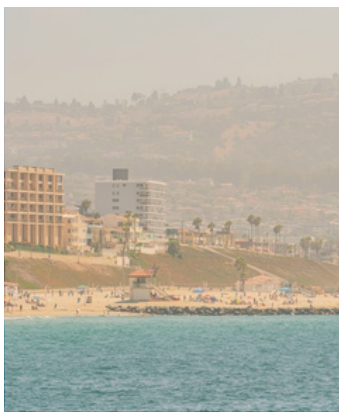
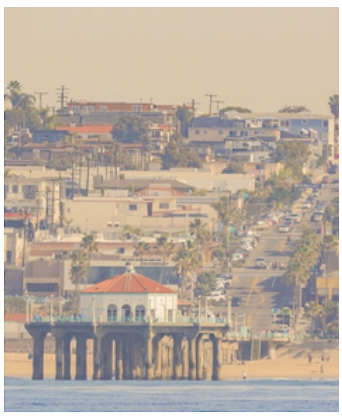
What it covers. Parking at the 24-hour yellow meters without paying, and in the residential one-hour spaces. It does not cover street sweeping hours, the silver-pole commercial meters, or green, yellow and red zones. A permit does not guarantee a space.

Also for residents. A driveway permit lets a single-family resident park across their own driveway, after an inspection and a one-time fee. One-day event permits, up to ten per event and two events a year, are $10 each and are not sold for holidays. Contractors with a Hermosa Beach business license can get 30-day permits.

How to apply. Online is the fastest. By mail, send copies of the documents and a check to Revenue Services, 1315 Valley Drive, Room 101, Hermosa Beach, CA 90254. In person, Tuesdays and Wednesdays, 7 am to 3 pm. Bring proof of residency (a utility bill dated within 30 days, a lease of six months or more for a new resident, or a California driver's license at the address) and California vehicle registration at the address. Unpaid parking citations are added at purchase. Revenue Services: 310-318-0217.

If you are buying here, count the cars your household parks against the home's garage and driveway spaces. That comparison decides whether a fourth permit is available to you.

From the City of Hermosa Beach Residential Parking Permits page and the City's January 20, 2026 announcement, read November 21, 2026. Rules and fees change; confirm with Revenue Services before you rely on them.




hermosa valley

EAST OF ARDMORE AVENUE - WEST OF PACIFIC COAST HIGHWAY
HERMOSA VALLEY · HERMOSA HEIGHTS · HIDDEN HILLS

Properties in **Hermosa Valley** sit on slightly larger lots and many back onto the Greenbelt, a tree-lined walking path that runs from the south end of Hermosa Beach through Manhattan Beach. It is the daily route for dog walks, morning runs and the walk between the beach cities.

Valley Park covers 10 acres in the middle of the neighborhood, with sports courts, a fire ring, play structures and barbecue areas. It hosts Pets in the Park, Shakespeare by the Sea and the annual Easter egg hunt.

The weekly farmers market, the city's lawn bowling club, the skate park and the public courts are all close by. Hermosa Valley School is within walking distance of most homes, and the "walking school bus" follows a monitored route through the neighborhood with crossing guards.

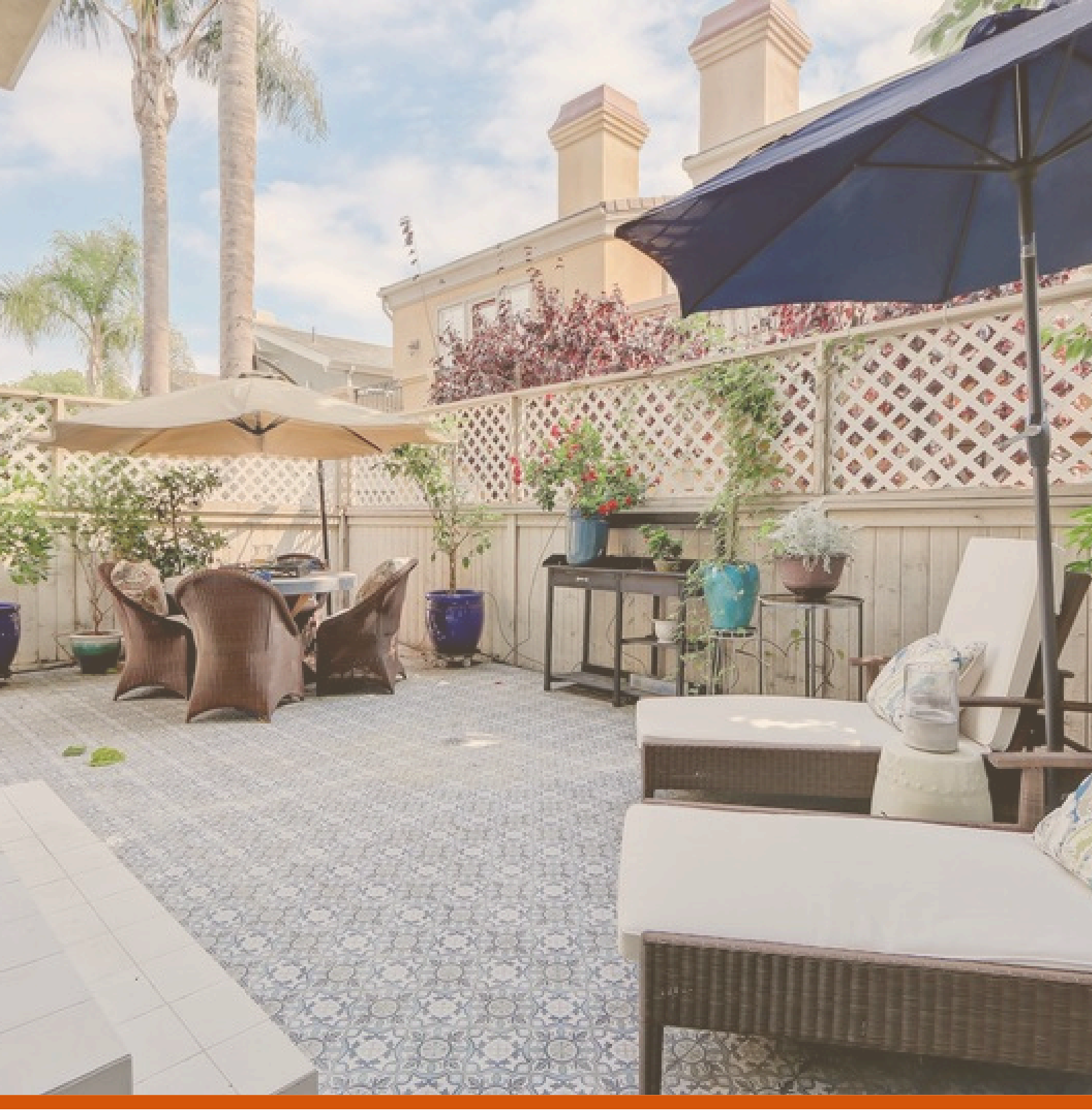
hermosa heights

South of 30th Street and east of Ardmore Avenue, Hermosa Heights rises above the Valley. The setting is similar to the Hill Section in Manhattan Beach, and most parcels here have panoramic ocean views from Catalina Island to the Pacific Palisades.

hidden hill section

Between 21st Street and Gould Avenue sits a pocket of single-family homes on larger lots. Some have flatter footprints and unblockable ocean views, at prices well below the Manhattan Beach Hill Section. Every street is a cul-de-sac reached only from Ardmore Avenue.





hermosa hill section

EAST HERMOSA · THE MESA

east hermosa · hermosa hills

South of Artesia Blvd., East of PCH, North of 190th/Anita, and West of Harper Avenue lies MLS Area 150. Early zoning changes spawned the “tall and skinny” two-story homes that now define much of East Hermosa. Because of the eastern upward slope from PCH, some properties claim good ocean views at significant value.

the mesa

A flat, quiet neighborhood with wider, bigger lots located West of Prospect, South of 15th Street and North of Aviation. Some properties in this zone have great ocean views. Walk 1–3 blocks to Trader Joe’s, Ocean Diner, Vons, and CVS.
A few more blocks west puts you on Pier Avenue.

East Hermosa and The Mesa represent some of the best value plays in the beach cities — genuine Hermosa Beach addresses at price points that make the Sand Section look like a different city entirely.



The distinct difference in the Hermosa HIll Section is that all homes are located EAST of Pacific Coast Hwy (PCH).

schools in hermosa beach

Hermosa Beach runs its own district, **the Hermosa Beach City School District,** made up of three campuses that form a purposeful progression from preschool through 8th grade.

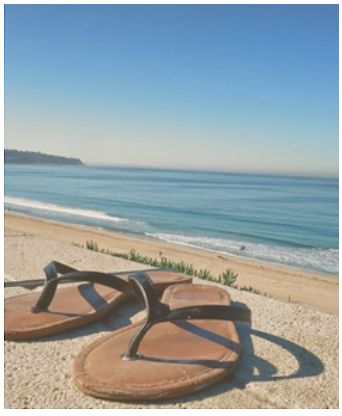
It starts at **Hermosa View on Prospect Avenue (TK–1st grade)**, which reopened in 2022 after a full reconstruction. A preschool program for three- and four-year-olds is also on site. From there, students move to **Hermosa Vista on 25th Street (2nd–4th grade)**, a newer campus that opened in 2021 with capacity for around 500 students and a library with ocean views. By 5th grade, everyone transitions to **Hermosa Valley on Valley Drive**, where they remain through 8th grade — the district's flagship campus and the one most longtime Hermosa families identify with.

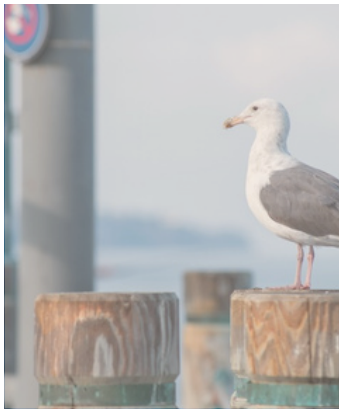
After 8th grade, **students choose between Mira Costa High School in Manhattan Beach or Redondo Union High School in Redondo Beach.** That choice is guaranteed by state law.

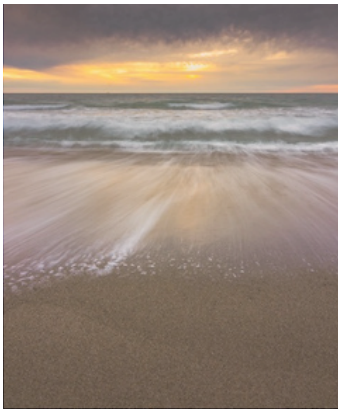
Both Hermosa View and Hermosa Valley have earned the U.S. Department of Education's National Blue Ribbon School designation. Hermosa Valley is currently undergoing a modernization project under Measure HV. As of September 2026 the district was sharing draft renderings and interior designs for community feedback. Contact the district for the current construction timeline.

Based on current information available as of this printing, Spring 2026. School assignments, grade configurations, and attendance boundaries are subject to change. All parties are encouraged to independently verify current enrollment information by contacting the Hermosa Beach City School District directly at (424) 333-9975 or visiting hbcsd.org.













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