



**Honorable Mayor and Members of the Hermosa Beach City Council**

**RECEIVE AND FILE AN INFORMATIONAL UPDATE ON THE RESIDENTIAL PARKING PERMIT PROGRAM.**

**CEQA:** Determine that any modification to the Citywide Residential Parking Program is exempt from the California Environmental Quality Act  
(Administrative Services Director Brandon Walker)

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**Recommended Action:**

Staff recommends City Council receive and file an update on the City's Residential Parking Permit Program.

**Executive Summary:**

At its May 13, 2025 meeting, City Council requested a future informational item on the Residential Parking Permit Program requirements. Councilmember Keegan motioned and Mayor Saemann supported.

**Background:**

**Residential Parking Permit Program**

In 1984, the City of Hermosa Beach applied for, and was granted, permission by the California Coastal Commission to establish a preferential parking permit program in conjunction with remote beach parking locations and a park and ride shuttle system. The permit was most recently amended in 2004.

The preferential parking permit program was developed to discourage oversaturation of the City's downtown and coastal parking, to provide free long-term parking at remote locations, and to allow residents within the impacted area to park beyond the one-hour time restrictions or without having to pay the meter at yellow pole/cap meters. The impacted area is bound by the north and south City boundaries; by the Strand on the west; and by Loma Drive, Park Avenue, or Morningside Drive on the east. Parking spaces on the west side of Cypress Avenue between 11th Street and Pier Avenue are also included.

In 2019, the City Council adopted a Parking Management Study that included recommendations to adjust the parking permits and pricing. In accordance with the approved study, City Council voted at its February 28, 2023 meeting to limit the number of residential parking permits available to three per residence and to increase the annual

price for those permits from \$40 to \$50. Additional operational changes to the program included:

- Requiring proof of California vehicle registration at the Hermosa Beach address for all permits with few exceptions.
- Limiting residential parking permits to three per year per residence, to vehicles registered to the residence.
- One of the residential parking permits may be in the form of a hang tag with the rest in sticker form only.
- A single extra permit, in excess of the maximum three Residential Parking Permits per residence, may be issued by the City Manager or designee, upon a showing that there exists a number of registered vehicles to different and unique drivers at a specific property, which does not have adequate onsite parking to accommodate the number of vehicles in excess of the three Residential Parking Permits allowed. The burden of proof shall be upon the applicant, and the City Manager shall develop adequate application standards to the satisfaction of the City Manager. The City Manager or designee decision shall be final.
- Permitting the issuance of a new pass in the event of tenant turnover at a specific residence with a signed lease by the property owner of record. The previously issued Residential Parking Permits shall be cancelled upon showing of the new residents at any specific residence.
- Elimination of the former property owner guest permit.

At its October 10, 2023 meeting, City Council approved the issuance of a single “guest” parking permit without the requirement of vehicle registration or vehicle ownership. The first person to apply for the “guest” permit per address receives it and the City does not make any value judgments or weigh competing applications between roommates or anything similar. Further, once the single “guest” pass is issued for the residence, the City does not issue another one for that year irrespective of resident turnover. The coordination of guest passes amongst new and former tenants and new and former owner residents is the users’ responsibility.

At its December 12, 2023 meeting, City Council reviewed and discussed issues that arose during the 2023–24 renewal season. City Council discussed possible solutions and directed staff to return with possible refinements for the upcoming 2024–25 season and those for a longer-term implementation timeframe.

Staff returned to City Council at its January 23, 2024 meeting with the additional program refinements including only accepting one address per resident; eliminating the replacement of lost or stolen guest permits; limiting Annual Employee Permits to one per person; and instituting a two-year loss of parking permit privileges for misrepresentation/fraud in applying for a permit or the misuse of parking permits. At the same meeting, City Council elected to raise the parking permit price to \$60 per year, raise

the daily lot pass price to \$150 for (12-hour parking), the 24-hour lot pass to \$250, and increase the daily metered parking pass to \$12.

To clearly capture and memorialize all programmatic changes in effect for the 2024–25 Residential Parking Permit cycle and future permit cycles, City Council adopted Resolution No. RES-24-7411 outlining full program parameters.

Staff presented initial Residential Parking Program feedback to City Council at its January 14, 2025 meeting and again at its January 28, 2025 meeting, codifying the current regulations in Resolution No. RES-24-7411

***Past Board, Commission, and Council Actions***

<b>Meeting Date</b>	<b>Description</b>
<a href="#"><u>June 6, 2018</u></a>	The City Council held a Budget Workshop, with a Five-Year Financial Forecast, including recommendations for increased citation fees. At that time, the City Council requested a survey of all parking violations.
<a href="#"><u>December 17, 2019</u></a>	The City Council accepted the Coastal Zone Parking Assessment Study recommendations and directed staff to; 1) return to Council and the applicable City Commissions with the related implementation actions for each of the near-term recommendations; 2) incorporate the policy recommendations into the Draft Local Coastal Program; and 3) if appropriate, draft an amendment to the City’s Coastal Development Permit for the Preferential Parking Program and Remote Beach Park and Ride System.
<a href="#"><u>September 28, 2021</u></a>	The City Council requested that City Parking Programs and Parking Management be discussed at a future meeting.
<a href="#"><u>January 31, 2022</u></a>	The City Council reviewed and discussed the status and priorities of the 12 recommendations in the Parking Management Study and challenges of coordinating these efforts with goal of Plan Hermosa and the City’s efforts to certify a Local Coastal Program with the Coastal Commission. Council directed staff to move forward with the sale of the 2022–2023 residential and employee parking permits; place an item on a future agenda to enable Council to consider a fee increase; and restrict the sale of permits to out-of-state vehicles except for active military.
<a href="#"><u>November 3, 2022</u></a>	The City Council awarded a contract for mobile parking payment systems (Pay-By-App) to ParkMobile, LLC and directed staff to explore opportunities to utilize the system to provide real-time parking availability information to the public.

Meeting Date	Description
<a href="#">February 28, 2023</a>	The City Council approved changes to the City’s residential parking permit program, employee permit program, and hourly parking meter and parking lot rates.
<a href="#">March 14, 2023</a>	The City Council gave City Manager or designee the discretion to waive the vehicle registration requirement, upon showing good cause, amending the previously adopted resolution.
<a href="#">September 12, 2023</a>	Motion by Councilmember Deto, seconded by Councilmember Francois for staff to return with information on requirements for transferable residential “guest” parking permits for review and discussion.
<a href="#">September 26, 2023</a>	After receiving the information item, City Council directed staff to return to its meeting on October 10, 2023 with a narrowly focused item to consider a “guest” parking pass program.
<a href="#">October 10, 2023</a>	City Council approved a single “guest” permit for each residential address in the impacted area with no vehicle registration or vehicle requirement.
<a href="#">December 12, 2023</a>	Staff presented a list of issues identified during the 2023– 24 residential parking permit season and possible solutions for City Council review. Council directed staff to explore possible refinements to the program and a resolution that would encompass all areas of the program and supersede all previous resolutions. Council requested both items for 2024– 25 implementation and those for a longer-term implementation timeframe.
<a href="#">January 23, 2024</a>	City Council received a staff presentation on issues identified during the 2023–24 parking permit season and approved staff’s recommendation to only accept one address per resident, eliminate the replacement of lost or stolen guest permits, limit Annual Employee Permits to one per person, and institute a 2-year loss of parking permit privileges for misrepresentation/fraud in applying for a permit or the misuse of parking permits. Additionally, City Council raised the parking permit price to \$60 per year, the daily lot pass price to \$150 for (12-hour parking) and the 24-hour lot pass to \$250, and the daily metered lot pass to \$12.
<a href="#">January 14, 2025</a>	City Council received an update on the Citywide Parking Program and approved agreements with Parkmobile, LLC and Turbo Data Systems, Inc. Mayor Pro Tem Seamann requested the Resi, and a majority of City Council supported,

Meeting Date	Description
	directing staff to return with an item highlighting Residential Parking Program feedback for possible modifications.
<a href="#">January 28, 2025</a>	City Council received an update on the Citywide Parking Program and City Council approved updating Resolution RES-24-7411 with updated Program requirements

**Analysis**

The Residential Parking Program was originally developed to discourage oversaturation of the City’s downtown and coastal parking, to provide free long-term parking at remote locations, and to allow residents within the impacted area to park beyond the one-hour time restrictions or without having to pay the meter at yellow pole/cap meters.

The number of permits sold dropped from 8,926 in FY 2022-23 to 6,131 in FY 2024-25 (a 31% decrease). The number of permits issued for the FY 2025-26 as of 5/15/25 is 4,025.

The major change for the current open FY 2025-26 Residential Parking Permit Program involves the requirement to provide a valid California Driver’s License listing an applicable Hermosa Beach address.

A vast majority of the over 4,000 permits issued to date have been processed with no issues. However, staff and City Council have received various anecdotal feedback, mainly regarding the Driver’s License requirement for proof of residency and the limitations on granting exceptions.

**General Plan Consistency:**

PLAN Hermosa, the City’s General Plan, was adopted by the City Council in August 2017. The efficient management of the City’s parking resources supports several PLAN Hermosa goals and policies that are listed below.

*Mobility Element*

**Goal 4. A parking system that meets the parking needs and demand of residents, visitors, and employees in an efficient and cost-effective manner.**

Policies:

- **4.4 Preferential parking program.** Periodically study and evaluate the current inventory of public parking supply and update the preferential parking program.
- **4.7 Parking availability.** Optimize parking availability through dynamically adjusted pricing and new technology to manage available spaces for short-term parking use to encourage rates of turnover that are responsive to fluctuating demands.

**Fiscal Impact:**

There is no fiscal impact related to the recommended action.

**Respectfully Submitted by:** Brandon Walker, Administrative Services Director

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Legal Review:** Todd Leishman, Interim City Attorney

**Reviewed by:** Leo Zalyan, Interim Deputy City Manager

**Approved:** Joe SanClemente, Interim City Manager / Public Works Director