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## Commercialization of the our South Bay Lifeguard Towers

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**From** Dennis Duke Noor <denduke@yahoo.com>

**Date** Mon 6/23/2025 9:39 PM

**To** City Council <citycouncil@hermosabeach.gov>; City Clerk <cityclerk@hermosabeach.gov>

2 attachments (1,001 KB)

Permit notice.jpg; Longfellow Tower.jpg;

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Dear City Council and Interim City Manager

Please see the attached notice which has been posted on our lifeguard towers. It is a proposal for a development permit from the California Coastal Commission to increase the amount and size of advertising signs on the lifeguard towers. To make matters worse, **it is a matter of fact approval**. This means they have already placed the increased signs and larger signs on the towers and now they're looking for an approval later. This feels wrong. These signs should be taken down immediately.

This is the first time I've ever seen a notice posted on lifeguard towers regarding advertising on the beach. It makes me wonder if all this advertising I have been seeing in the past years has ever been approved by the Coastal Commission?

**Nevertheless, I would like our City Council to take a position opposing application number 5 02009a1.**

This application could be slated for the August South Coast Commission meeting, therefore you will need an action item to be placed on your July agenda to be considered.

This development permit, proposes increasing the number of advertising signs and enlarging the signs. We need to protect our coast and our beaches from this type of development and advertising on our beaches. Parks in public places should not be a place for advertising and commercialism, especially our Sacred Sands of Hermosa Beach and beyond.

In addition to this, the tower at 22nd Street HB has been completely painted hideous Hulu green to coincide with their advertising signs. The traditional blue colors that the lifeguard towers have blend into the coast water and the scenery. Hulu green is obnoxious and is another example of the over commercialization of our beaches. We must put a stop to this, not setting a precedent.

**Please take a position and place this on the next agenda.**

Thank You for your consideration,

Duke Noor  
Hermosa Beach

Attached: Permit Notice & Longfellow LG Tower



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hulu  
GETS REAL  
THE MINDY PROJECT REALITY TV SEASON 1

# NOTICE OF PENDING PERMIT

A PERMIT APPLICATION FOR DEVELOPMENT ON THIS SITE IS PENDING BEFORE THE CALIFORNIA COASTAL COMMISSION.

**PROPOSED DEVELOPMENT:** Request for after-the-fact approval to increase the size of 125 existing lifeguard tower advertising signs from 28"x54" to 48"x60", add a second sign per tower, relocate the current rear sign and proposed new sign to both sides of each tower, and retain existing public safety signage.

**LOCATION:** All County-owned lifeguard towers from Cabrillo Beach to Will Rogers State Beach.

**APPLICANT:** Consolidated Fire Protection District of Los Angeles County

**APPLICATION NUMBER:** 5-02-009-A1

**DATE NOTICE POSTED:** 06/18/2025

FOR FURTHER INFORMATION, PLEASE CONTACT THE OFFICE LISTED BELOW BETWEEN 8 A.M. AND 5 P.M. WEEKDAYS.



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CALIFORNIA COASTAL COMMISSION  
SOUTH COAST DISTRICT OFFICE  
301 E. OCEAN BLVD., SUITE 300  
LONG BEACH, CA 90802  
(562) 590-5071