



Honorable Mayor and Members of the Hermosa Beach City Council

LETTER TO CALIFORNIA COASTAL COMMISSION OPPOSING PERMIT APPLICATION BY LA COUNTY FIRE FOR AFTER-THE-FACT APPROVAL REGARDING EXPANDED ADVERTISING ON LA COUNTY OWNED LIFEGUARD TOWERS FROM CABRILLO TO WILL ROGERS STATE BEACH

(Interim City Manager Steve Napolitano)

Recommended Action:

Staff recommends City Council approve sending a letter to the California Coastal Commission opposing Application Number 5-02-009-A1; Permit Application by the Consolidated Fire Protection District of Los Angeles County (LA County Fire) for After-The-Fact Approval Regarding Expanded Advertising on LA County Owned Lifeguard Towers from Cabrillo Beach to Will Rogers State Beach (**Attachment 1**).

Background:

At the June 24, 2025 City Council meeting, Councilmember Francois requested support to discuss the size of the advertisements on the lifeguard tower and a Matter of Fact approval regarding the matter. It was requested that the City Council oppose the Matter of Fact approval. Mayor Saemann and Mayor Pro Tem Detoy provided support for this item to return to Council.

General Plan Consistency:

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

Parks + Open Space

Goal 5. Scenic vistas, viewpoints, and resources are maintained or enhanced.

Policies:

- **5.6 Signage and infrastructure.** Encourage signage, infrastructure, and utilities that do not block or detract from views of scenic vistas.

Goal 7. The beach offers high quality recreational opportunities and amenities desired by the community.

Policies:

- **7.3 Recreational asset.** Consider and treat the beach as a recreational asset and never as a commercial enterprise.
- **7.4 Beach structures.** Restrict buildings and structures on the beach with regard to size and number consistent with current access, safety, and beach use.

Fiscal Impact:

There is no fiscal impact associated with this action.

Attachments:

1. Draft Letter to California Coastal Commission

Respectfully Submitted and Approved by: Steve Napolitano, Interim City Manager