



**CITY OF  
HERMOSA BEACH**  
City Council

[Date]

Kate Huckelbridge  
Executive Director  
California Coastal Commission  
455 Market St., Suite 300  
San Francisco, CA 94105

RE: 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

Dear Ms. Huckelbridge:

Please know that the City of Hermosa Beach strongly objects to the above application by LA County Fire and asks that the Coastal Commission reject the application as it applies to the City of Hermosa Beach (City).

**The Problem**

LA County Fire seeks an increase from the current 28"x54" signs to signs that are 48"x60"—a 90% increase in size area.

But as they say—wait, there's more!

Not only does LA County Fire seek to increase the size of the current signage by 90%, it also wants to add another sign of the same size and place them on each side of the lifeguard towers. If allowed, that would be a 280% increase in advertising on each lifeguard tower.

**Why the City Opposes the County's Application**

The City strongly opposes this increase in advertising on the beach generally, and specifically on the City owned beach in Hermosa Beach. We appreciate LA County Fire's need for additional revenue, but not at the expense of the quiet enjoyment of the storied beaches of LA County.

People come to LA County beaches from all over the world seeking to experience the warm weather, take in the wide, white sand beaches, enjoy the many recreational opportunities, and dive into the azure waters of the Pacific Ocean. They don't come to the most treasured open space in Southern California seeking more advertising.

LA County recently adopted a budget of \$48.8 billion dollar budget. Budgets are a matter of priorities and LA County beaches represent an invaluable resource to its residents, visitors and businesses. LA County should be encouraged to budget for its beach activities at an appropriate level rather than rely on additional advertising. The few dollars additional advertising will bring in will never be enough and isn't worth the visual blight.

It is well established that outdoor advertising has a negative impact on open spaces and the people who use them. Studies have shown that outdoor advertising causes over stimulation for the viewer, can encourage bad eating habits and over-consumerism, inequality, sexualization of women, makes people unhappy, and disproportionately effects the poor and minorities.

For some reason, beaches don't seem to generate the same concerns as our state and national parks and other protected open spaces that don't allow advertising. They should, and this is an opportunity for the Coastal Commission to take a stand. We encourage the Coastal Commission to send a message that our beaches, and especially LA County beaches, are not for sale.

### **Why the City Opposes Any Increase in Advertising Specifically in Hermosa Beach**

That said, even if the Commission sees fit to allow LA County Fire to exponentially increase the current advertising on the lifeguard towers on LA County Beaches, we respectfully request that the Commission specifically exempt the City of Hermosa Beach because we believe the application sought by LA County Fire would be in violation of the 1997 beach maintenance agreement between the City and LA County, which states:

"County Marketing Program; The City authorizes the County to display its marketing program sponsor or donor names, or their product names, on County lifeguard towers, tideboards, refuse containers, trucks, uniforms, rescue boats, other lifeguard and beach maintenance equipment, as well as public restrooms and other structures, including the Parking Structure. Name/product identification shall only be displayed on equipment that is involved in providing a public service and shall not directly solicit the sale of any product. The County shall not permit name/product identification displays involving alcoholic beverage or tobacco related products. The County shall not display the name of any marketing program sponsor or donor, or of their products, on the Beach or the Parking

Structure under this agreement, in any fashion other than as is described in this paragraph, without prior written approval from the City."

The application sought by LA County Fire would allow direct solicitation rather than act as a sponsorship in conjunction with providing a public service. LA County Fire has not responded to the City regarding this fact, so we ask that the Coastal Commission specifically exempt the City from the current application consistent with the current agreement between the City and LA County.

Thank you for your attention to this matter and thank you for all you do to protect our coast. We appreciate your consideration and ask again that you deny LA County Fire's application to increase advertising on the beach generally, and/or Hermosa Beach specifically.

Sincerely,

Rob Saemann  
Mayor of Hermosa Beach