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**Re: Saving our Lifeguard Towers and conflict of interests**

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**From** Stephen Magoffin <smagoffin@msn.com>

**Date** Sat 7/19/2025 9:07 PM

**To** gary brown <thesmithy@hotmail.com>

**Cc** City Council <citycouncil@hermosabeach.gov>; City Clerk <cityclerk@hermosabeach.gov>; Kevin R. Cody <kevin@easyreadernews.com>; Councilmember Ray Jackson <rjackson@hermosabeach.gov>; Councilmember Dean Francois <dfrancois@hermosabeach.gov>; Michael Keegan <michaelkeegan@gmail.com>

Gary

Great letter and to the point which I agree with. My opinion is also that no public thing like the towers should also not be used to promote particular sexual preferences also. This Hulu thing may call into question and rightfully that multi colored abomination north of the pier.

Steve

Sent from my iPhone

On Jul 19, 2025, at 12:32 AM, gary brown <thesmithy@hotmail.com> wrote:

Sent from [Outlook](#) July 18, 2025

Council members: Rob Saeman; Dean Francois; Raymond Jackson; Michael Keegan; Michael Detoy

CC City Attorney; Kevin Cody, Easy Reader

Under Boards, Commissions, and Practices it states that city officials and staff are not eligible to serve on more than one board/commission at the same time. This seems rather straight forward to me.

Apparently, there is some doubt about the interpretation. This week's Easy Reader may have provided context.

The Article regarding one of our Lifeguard Towers that was painted "Hulu" green instead of traditional blue. A resident, Duke Noor took issue. 'Parks in public places should not be a place for advertising and commercialism, especially not our sacred sands,' he wrote. At first blush, I thought, what does it matter, especially since the money raised will go to youth beach programs?

This, however, raises more questions, the applicant, Consolidated Fire Protection District of Los Angeles didn't say how much would be given to Youth Programs? What about Hulu live streaming Service? Are they benefiting as well? And they want to increase the size of the signs, generally meant for surf conditions like temperature, rip tides? Do we want to advertise television shows with flyers plastered all over these historic icons? And what is this Fire Protection District? Didn't Measure E, recently passed, give them a 6 cents tax per square foot of structural buildings? I am becoming more confused!

To cap it off, the Coastal Commission seeks to give retroactive approval, meaning they must think this is a good plan? And to my original question regarding conflict of interest? Even if councilman Raymond Jackson abstains from voting on both commissions, we lose 2 votes, which could be a disaster for the future of our iconic Lifeguard Towers.

Sincerely,

Gary Brown since 1971



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## PVSB Sierra Club Letter Regarding Council Meeting Item 11q

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**From** Joseph L. Piñon <josephlpinon@gmail.com>

**Date** Sat 7/19/2025 5:57 PM

**To** City Council <citycouncil@hermosabeach.gov>

**Cc** City Clerk <cityclerk@hermosabeach.gov>; Al Sattler <alsattler@igc.org>

1 attachment (173 KB)

PVSB Sierra Club Letter Hermosa Beach.pdf;

Some people who received this message don't often get email from josephlpinon@gmail.com. [Learn why this is important](#)

The Palos Verdes-South Bay Group of the Sierra Club appreciates this opportunity to comment on the July 22 council meeting item 11q, regarding a letter to the California Coastal Commission opposing application number 5-02-009-a1 (expanded advertising permit on LA County beaches). Please send any correspondence to myself at this email address, and to Vice-Chairman Alfred Sattler (CC'd here) at [alsattler@igc.org](mailto:alsattler@igc.org). Thank you.

Environmentally Yours,

Joseph Luis Piñon

*Joseph Luis Piñon*

Chairman

Palos Verdes-South Bay Regional Group, Sierra Club



## **Palos Verdes- South Bay Group / Angeles Chapter**

Hermosa Beach City Council  
City Hall, 1315 Valley Drive, Room 203  
Hermosa Beach, CA 90254  
(310) 318-0216  
[citycouncil@hermosabeach.gov](mailto:citycouncil@hermosabeach.gov)

CC: [cityclerk@hermosabeach.gov](mailto:cityclerk@hermosabeach.gov)

Dear City Councilmembers,

The Palos Verdes-South Bay Group of the Sierra Club appreciates this opportunity to comment on the July 22 council meeting item 11q, regarding a letter to the California Coastal Commission opposing application number 5-02-009-a1 (expanded advertising permit on LA County beaches).

The Sierra Club respects and honors the existing open spaces that people have to recreate on our beaches. We oppose outdoor advertising which has a negative impact on this enjoyment.

We support staff's recommendation to oppose the application for an increase amount of after-the-fact advertising on the lifeguard towers.

In actuality, we do not believe that the city has gone far enough to oppose this advertising in the letter that has been drafted to the California Coastal Commission. The draft letter in part states if the commission sees fit to allow the increased advertising that a request that Hermosa Beach is exempt from this permit. We do not believe that exemption is needed, since advertising should not be allowed on any of our beaches and advertising is not allowed per the city's own ordinance.

In fact, the draft letter should be revised to request that all advertising on the lifeguard towers be removed. It is not clear whether there ever has been a permit that was approved from the earlier advertising signs. This would mean that if this after the fact permit is denied, one could assume that current existing advertisements will continue. The city should do whatever is needed to request the commission to take action to remove all advertising on the lifeguard towers. This could include taking action to reconsider any previously approved permits.

The draft letter should also include the email address of the executive director of the California Coastal Commission and commission email addresses so that correspondence is sent directly to coastal commissioners. Please take this action now, as it could be coming up as early as the commission's August meeting.

And thank you to the Hermosa Beach City Council for placing this on your agenda in a timely manner so that action can be taken to preserve the natural setting of our beaches.

Environmentally Yours,

Joseph Luis Piñon

*Joseph Luis Piñon*

Chairman

Palos Verdes-South Bay Regional Group

Sierra Club