



Honorable Mayor and Members of the Hermosa Beach City Council

INTRODUCE AN ORDINANCE TO AMEND HBMC 10.36.010 TO METER LOT E
(Administrative Services Director Brandon Walker)

Recommended Action:

Staff recommends City Council introduce by title only and waive first reading of an ordinance titled “Amending Hermosa Beach Municipal Code Chapter 10.36 Parking Meters adding Lot E to Section 10.36.010 (**Attachment 1**).

Executive Summary:

Lot E is currently not metered. Staff recommends adding meters to align it with other city lots. This change would require an amendment to Municipal Code Section 10.36.

Background:

Lot E is a city-owned parking facility with 25 spaces, located west of Pacific Coast Highway between 2nd and 3rd Street. Currently, the lot is not metered with regulations designating 2-hour parking between 7:00 a.m. and 6:00 p.m., and a “no-parking” restriction from 7:30 a.m. to 8:30 a.m. on Thursdays to allow for lot sweeping.



Past Council Actions

Meeting Date	Description
February 22, 1994	City Council authorized a purchase of real property, creating the current iteration of Lot E
May 14, 2013	City Council considered an item to meter Lot E, bringing it in line with other city lots, but voted to exclude Lot E from metering

Discussion:

Parking meters play an important role in managing parking demand. They encourage turnover by discouraging long-term use of spaces, which makes parking more accessible to a greater number of drivers. This benefits nearby businesses by increasing customer access and circulation, helping to strengthen the local economy. Modern smart meters can also provide valuable data on usage patterns, allowing the city to plan better for future parking needs.

Installing parking meters in Lot E is a practical way to generate steady revenue while ensuring the upkeep and improvement of infrastructure. The income collected will be reinvested for maintenance, lighting, and security, as well as into broader community services. By making parking a paid resource, the financial responsibility is placed on the users rather than all taxpayers, creating a fair and sustainable funding model.

If approved, minor ADA improvements would be required and a multispace meter would be installed, supporting credit card, cash, and pay-by-app payments. Two enforcement options are under consideration:

1. Maintain the existing 7:00 a.m. – 6:00 p.m. schedule, or
2. Align with other city lots by metering from 10:00 a.m. – 2:00 a.m.

Fiscal Impact:

There is no fiscal impact related with the recommended actions. If Lot E is metered, installing parking meters will require associated ADA compliance improvements, estimated at approximately \$20,000. In addition, the purchase and installation of meter equipment and labor are expected to cost around \$10,000. These expenses, totaling about \$30,000, can be accommodated within existing funds and appropriations. The installation of parking meters in Lot E is projected to generate approximately \$50,000 in new annual revenue, providing a consistent funding source to support parking operations and related improvements.

Public Notification:

A legal ad noticing the September 30, 2025 City Council meeting was published on September 20, 2025 in the Daily Breeze, a newspaper of general circulation posted on the city’s website. Also, a notice was posted in the lot and mailed to all addresses within a 500 foot radius of Lot E on September 18, 2025.

Attachments:

1. Draft Ordinance
2. HBMC Section 10.36.010

Respectfully Submitted by: Brandon Walker, Administrative Services Director

Concur: Joe SanClemente, Public Works Director

Noted for Fiscal Impact: Henry Chao, Finance Manager

Legal Review: Jason Baltimore, Interim City Attorney

Approved: Steve Napolitano, Interim City Manager