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**Fw: Parking meters price increases!**

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**From** Ann Yang <anny@hermosabeach.gov>

**Date** Mon 9/29/2025 2:59 PM

**To** Myra Maravilla <mmaravilla@hermosabeach.gov>; Reanna Guzman <rguzman@hermosabeach.gov>; Ariana Rodriguez <arodriguez@hermosabeach.gov>

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[Written communication for 9/30 agenda.](#)

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**From:** Maximus Hermosa [REDACTED]

**Sent:** Monday, September 29, 2025 2:15 PM

**To:** Councilmember Dean Francois <dfrancois@hermosabeach.gov>; Mayor Rob Saemann <rsaemann@hermosabeach.gov>; Councilmember Ray Jackson <rjackson@hermosabeach.gov>; Mayor Pro Tem Mike Detoy <mdetoy@hermosabeach.gov>; Councilmember Michael Keegan <mkeegan@hermosabeach.gov>

**Cc:** Ann Yang <anny@hermosabeach.gov>; Steve Napolitano <snapolitano@hermosabeach.gov>; Easyreader@easyreadernews.com <Easyreader@easyreadernews.com>

**Subject:** Parking meters price increases!

Dear Mayor, City Council, Community Leaders and Hermosians

I began writing this letter out of concern about the recent increases being proposed for parking meter rates in our downtown area, an issue that, on the surface, may seem like a minor adjustment, but reflects deeper challenges we're facing as a community.

As small businesses in Hermosa continue to navigate incredibly tough economic conditions, we're now witnessing even national giants like Starbucks closing their doors in locations across the country and Hb. In this context, raising the cost of parking what some might call the "low-hanging fruit" of municipal revenue, feels more like a short-term fix than a long-term strategy.

But as I sat with this thought, a deeper question emerged: Instead of relying on incremental fees and taxes, why aren't we asking the more essential question...how can we actively invite investment and innovation back into our downtown?

What if, rather than discouraging activity with higher costs, we focused on lowering the barriers that prevent entrepreneurs and investors from helping Hermosa Beach thrive?

Consider the old Becker's building, which has sat vacant for nearly three years. That space could be a cornerstone of downtown vitality, yet it remains untouched. Why? and how many similar opportunities are we missing?

I believe Hermosa Beach is fortunate to have a city manager with the heart, mind, and skillset to lead us toward a vibrant, modern future. But even the best leadership needs room to breathe and space to dream. And that's where we, as a city, must confront a harder truth: Are we holding ourselves back by clinging to the political divisions of the past?

In times like these, we as a community must ask ourselves what comes first: politics or Hermosa? Do we want to preserve old fault lines, or do we want to shape a bold, inclusive vision for our city's future?

At ending, the point of this letter is... to solve the bigger problems we are facing, I hope we can choose collaboration over conflict, vision over stagnation, and community over partisanship.

Best, Ed Hart



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**Fwd: Parking Meter Rates**

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**From** Lori Ford [REDACTED]  
**Date** Tue 9/30/2025 3:03 PM  
**To** City Clerk <cityclerk@hermosabeach.gov>

You don't often get email from lori@gumtreela.com. [Learn why this is important](#)

Please see below, thank you.

Lori Ford

CEO/Co-Founder  
[REDACTED]

Think Globally, Shop and Eat Locally!

Begin forwarded message:

**From:** Lori Ford [REDACTED]  
**Subject:** Parking Meter Rates  
**Date:** September 30, 2025 at 3:03:00 PM PDT  
**To:** citycouncil@hermosabeach.gov, anny@hermosabeach.gov,  
snapolitano@hermosabeach.gov  
**Cc:** [REDACTED]

Hello Hermosa Beach Mayor and City Council,

I'm writing today about the proposed increase to meter rates in Hermosa Beach. As the owner of Gum Tree Shop and Cafe at 238 Pier Avenue for the past 17 years we are distressed to hear of this proposal.

If our downtown was thriving, and demand was there for increased meter rates that would be one thing...but our downtown is not thriving. Our retail rents in Hermosa are a third of downtown Manhattan Beach, and half of the Riviera Village, and three years later we still have a fully vacant block at the old Becker Surf on upper Pier Ave. Why? Because we don't have enough daytime foot traffic as it is

to compete. Parking is readily available at downtown meters almost all year. Aside from Summer weekends, parking downtown is not hard to find.

Our customers have so many other options in the South Bay in which to spend their dollars, why would you want to penalize them with higher parking rates for choosing Hermosa? There is no reason I can see to increase meter rates other than a money generator for the city, which could backfire when we loose more customers, and thus generate fewer sales tax dollars.

We are also the only South Bay city to have parking meters that need to be fed until 2am! It is the opposite of customer friendly. You cannot expect customers to sit down to dinner and then leave before dessert to move their cars and plug another meter. In addition, it's dangerous to be encouraging late night bar patrons to go move their cars after 2 hours.

In downtown Manhattan Beach Meters are 2 hours until 6pm and then from 6-9 they switch to three hours, and they are done at 9pm. This is a brilliant customer friendly policy that encourages people to come down to shop and dine, and makes a positive impression on the customer. It is highly discouraging for a customer to come out to their car and now get a \$75 ticket for an expired meter, which in our opinion is also a terrible new policy, I'm sorry I didn't know it was on the last agenda to speak up sooner.

The city should be doing all in its power during these challenging financial times to put policy in place to help our business community thrive, which would translate to more sales tax dollars for Hermosa. It should not be penalizing customers, many of whom are Hermosa beach locals, for coming to Hermosa with meter and parking rates that would be higher than both Manhattan and Redondo Beach. A strong and vibrant downtown help to make a community great, and we are down here every day trying to provide the very best customer service experience, that's how we have stayed in business the past 17 years, by keeping the customer happy.

Please consider the negative impact increased meter and parking lot rates would have on your residents and business community as you make your decision tonight. People have many other opportunities in the South Bay for shopping, beauty services and dining, Hermosa should be doing all it can to attract customers with a great experience from start to finish, not letting them start their visit with expensive meter fees, and then worse leave their experience with a bad taste in their mouth after a pricey ticket.

And while we're talking parking, please I beg of you, bring back the red bagged meters for the holidays. There's not a better feeling as a customer than getting that feel good gift from the city.

Thank you for your time.

Lori Ford

CEO/Co-Founder

310-376-8744



Think Globally, Shop and Eat Locally!



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## Concern Regarding Proposed Parking Rate Increases

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From Fiona Fleming [REDACTED]

Date Tue 9/30/2025 1:57 PM

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

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Dear Mayor and City Council Members,

As a downtown business owner, I am writing to share my concern regarding the proposed increases in parking rates within Hermosa Beach. While I understand the City's need to generate revenue, I believe this approach will have unintended negative consequences for both our local economy and the visitor experience.

Hermosa Beach thrives on tourism and local patronage of our businesses. Parking costs are often the first impression visitors encounter when arriving in our city. Higher fees may discourage people from staying longer, or from visiting at all, especially when they can easily choose neighboring communities with more affordable and accessible parking.

It is also important to note that most parking lots remain underutilized for much of the year, only reaching capacity during peak summer months. Raising prices in an already underutilized system risks further deterring visitors during the off-season...precisely when our businesses most need support. By keeping parking fees reasonable year round, Hermosa Beach can encourage both locals and visitors to dine, shop, and spend more time enjoying everything our city has to offer. This approach ultimately generates more revenue for both businesses and the City through increased economic activity.

I respectfully ask that you reconsider the parking rate increases and instead explore strategies that balance revenue needs with business growth, tourism vitality, and community access.

Thank you for your time and consideration.

Sincerely,

**Fiona Fleming, CEO**

**Patrick Molloy's**

[REDACTED]  
[www.patrickmolloy.com](http://www.patrickmolloy.com)





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## Opposition to Parking Meter Cost Increases

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From Arcadia Berjonneau [REDACTED]

Date Tue 9/30/2025 11:36 AM

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

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Dear Members of the City Council,

I am writing to express my strong opposition to the recent decision to increase parking meter rates, particularly in light of the fact that the number of parking permits allocated per household in the beach area has already been reduced.

This combination of fewer permits and higher meter costs creates an undue burden on residents who live in and contribute to our beach community. We are now left with fewer parking options for our families and guests, and when forced to rely on metered spaces, we are penalized by significantly higher costs. This approach feels unreasonable and unfair, especially to those of us who have already adapted to the permit reductions.

In addition to the impact on residents, these measures jeopardize the health of our local economy. Anyone who walks our streets can see the growing number of "For Lease" signs, clear evidence that businesses are already struggling with reduced revenue. Increasing meter costs will only discourage visitors and tourists from coming to our city, further reducing foot traffic and sales for our small businesses. This creates a cycle of economic decline that harms not only residents but also the very businesses that make our community vibrant.

Residents should not be squeezed from both sides—limited access to permits on one hand, and inflated meter charges on the other. Instead of fostering a balanced and livable environment, this policy discourages community engagement, strains household budgets, and now also threatens the stability of local businesses.

I respectfully urge the council to reconsider these measures. At a minimum, I ask that the City revisit the meter increase in light of both the permit restrictions and the broader economic consequences, and work toward solutions that acknowledge the unique needs of beach-area residents and businesses.

Thank you for your time and attention to this matter.

Sincerely,

Arcadia Berionneau Keane  
[REDACTED]

HB



raising parking lot rates

From Genevieve Gladson [redacted]  
Date Tue 9/30/2025 11:15 AM  
To City Clerk <cityclerk@hermosabeach.gov>

You don't often get email from [redacted]. [Learn why this is important](#)

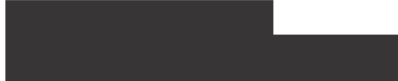
Hi All,

I would like to email to email in contest of this proposal. We have a business here in HB and one of the leading things our clients have issues with is the lack of free parking. Because of this, we have made adjustments to help them, but a price hike for parking rates will create more unease in our commerce.

Thank you for considering our concerns.

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**Genevieve Gladson**



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laseraway.com

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