

City Council Meeting | eComment Report  
Septmeber 30, 2025

AgendaItem	Name	Comment	Position	Attachment URL
CAPITAL IMPROVEMENT PROGRAM STATUS REPORT AS OF SEPTEMBER 17, 2025 - 25-PW-065	tony higgins	<p>Dear City Council,</p> <p>The project descriptions and status have improved significantly over the past year.</p> <p>Now if you would color-code each project row background red, yellow or green the council could zero in on the problem areas and not waste time and offer assistance.</p> <p>Red background - if the next major milestone or project ECD is going to be missed or the project is over budget,</p> <p>Yellow background - if the next major milestone or project ECD may be missed or over budget,</p> <p>Green background - if the project ECD and budget are on track.</p> <p>Or if you don't like a rainbow of colors in your status documents simply add a column with a red, yellow or green traffic light indicating the overall status as Mr. Burry suggested several years ago.</p> <p>This would allow the council to quickly investigate.possibly offer helt to avoid or mitigate the problem.</p> <p>Whether or not you implement these status format changes the goal is to never be blindsided by a missed deliverable or an over budget project.</p> <p>Thank You for considering. tony higgins</p>	No Position	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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CAPITAL IMPROVEMENT PROGRAM STATUS REPORT AS OF SEPTEMBER 17, 2025 - 25-PW-065	tony higgins	Dear City Council  in addition to the public comment below CAN you please consider what public interest is served by not including the ORIGINAL ESTIMATED COMPLETION DATE in the CIP Status Report.  Deleting the ORIGINAL ECD and only reporting the CURRENT ECD obviously runs counter to reasonable public accountability & transparency goals at a time when the Public Works Department is trying to prove it is capable of completing large complex projects like the Civic Facilities or the City Yard projects on time AND on budget.  Thank You for considering. th	No Position	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Greg Newman	<p>I understand that tomorrows agenda includes a review of the Citys parking meter rates and parking lot hourly charges. While I appreciate that Hermosa Beach faces many unfunded capital improvement projects and the need to secure revenue to address them, I am concerned that significant increases in parking fees will have a detrimental effect on local businesses and their customers.</p> <p>As the owner of several businesses in Hermosa Beach, Ive seen first-hand how previous rate changes impact the downtown economy. The last increase just over two years ago was a shock to many of our customers, and its effects were felt across the business community. Today, business levels are flat at bestdown in many casesand another steep increase could compound these challenges.</p> <p>Not only do higher parking fees affect our guests, they also make it very expensive for our team members to park during their shifts. This adds another financial burden on the local workforce and makes it harder for businesses to recruit and retain staffespecially in a hospitality-driven community like ours.</p> <p>We recognize the Citys needs and are willing to support a reasonable adjustment to rates. However, an increase in the range of 510 percent would be far more appropriate and sustainable than the larger jump currently under consideration. This approach would balance the Citys revenue goals with the long-term vitality of its business district.</p> <p>Thank you for your consideration of this matter and for your ongoing service to our community. I would welcome the opportunity to discuss this issue further with you or provide additional context from the perspective of local business</p>	Against	

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Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Laura Pena	<p>Dear Mayor, Council Members, and Staff I understand the rationale to review our Citys parking rates so adjustments can be made accordingly. But losing three Starbucks overnight in our small city is a wake up call. Even big brands can pull out when the math stops working. Thats why we should set parking rates with data so quick errands and casual visits stay easy, and our small businesses stay busy.</p> <p>According to your own comparison charts, Redondo parking rates are \$2.00/hr, and Manhattan are \$2.50-\$3.50/hr. If our city jumps to \$5.00/hr in lots and \$3.00/hr at meters, we risk losing quick trip visits (coffee, pickups, impulse shopping, dining, etc) to cheaper, nearby options shrinking both small business sales and the Citys sales tax base. Even if most meter transactions are from nonresidents, those are the very customers our shops depend on and they can easily choose Redondo or Manhattan Beach if were priced notably higher.</p> <p>Recommendations:</p> <ol style="list-style-type: none"><li>1. Start with demand responsive, not one size fits all: Set a clear 70-85% target and adjust by zone and time in \$0.50 increments in both directions. If occupancy drops below 70%, rates come down. Since we have an Administrative Service Department Activity Dashboard, add the breakdown so everyone can see the numbers. Currently, the Parking Activity Type Breakdown categories are too general. It would be helpful to see the numbers per lot. For example, I can see the parking permits for employees (daily/monthly) that use Lot C but that doesnt show us the impact on visitor numbers.</li><li>2. Keep us competitive: Set our baseline rates near MB/RB (e.g., meters in the \$2.50-\$3.50 range, lots a notch higher only where occupancy proves there is demand), then let the data do the work.</li><li>3. Protect quick stops: Offer first 5-10 free in shoulder periods to keep grab and go visits frictionless.</li></ol>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Laura Pena	<p>4. Create event high season/special parking rates: Use special event pricing when demand spikes two hours before to four hours after big events or holidays. Keeps regular days affordable especially during the week and off season. For example, use a lighter touch version for beach impact days (e.g., Fiesta, Summer Weekends, etc) and for regional big events (e.g., World Cup 2026 &amp; Olympics 2028) publish rates in advance, signed clearly, and turned off when crowds subside.</p> <p>Lets keep our City welcoming and lively. Calibrate prices with data, stay competitive with MB/RB, reinvest back into our business areas, and use targeted event pricing when the crowds actually arrive. We need to set rates that are welcoming, competitive, and based on demand. Price for access, not just revenue. You might be surprised at how incremental adjustments can create a win-win strategy for all.</p>		

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Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Howard Lee 'NO to obsence parking rate increase, and there were no notice placards seen anywhere'	<p>Council and Staff,</p> <p>I believe I read in the staff report that the citywide 50% proposed increase in parking meter rates, and the 100% increase proposed in the downtown parking-lots for parking meter rates will result in \$3.8 million in additional annual revenue. Given such a significant hit to be made on both residents and visitors even desiring to pay \$5 per hour to park downtown I find it incredulous that the de facto only notice of signficance is a less than detailed EasyReader newspaper notice two weeks ago. Notwithstanding this is a standard trick to reach the moon, and be happy to get part way there, the rates are way toooooo high right now. All of us are not on fat government pensions.</p> <p>So today I checked out the downtown parking lots on foot, expecting to see some Fluorescent-Orange notice placards (whether legally required or not). I could not find even one Fluorescent-Orange city placard notice or even one of the dinky 8.5 x 11 white page notices to let the people know the rates in those lots are to be doubled and that they are invited to the public hearing.</p> <p>Btw, why didnt the staff report even indicate who or what the Finance Subcommittee was about. Another indicated to me that they understood Councilmembers Mike Deto and Raymond Jackson were the Finance Subcommittee. Good God no wonder a 100% increase is being proposed. Their names should have been indicated in the staff report if they are the so-called Finance Sub-Committee, i.e. the most useless councilmembers on the Council are on that committee. Good God!</p> <p>All this is so unconscionable. Crappy government left over from the Suja operation.</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Howard Lee 'NO to obsence parking rate increase, and there were no notice placards seen anywhere'	<p>Then the table of comparison of other city rates, as used so often to justify rate increases by cities. I.e. the Monkey See, Monkey Do approach to finance. How ridiculous is that list; For comparison it included San Diego, Santa Monica, Beach cities on PCH, i.e. Huntington Beach, Newport Beach, Laguna Beach. Only Redondo Beach, or Manhattan Beach even qualify to being on that list. If this is the best staff can do then hello? My God, why didnt you include New York City?</p> <p>Bottom line the deceit of the Suja Lowenthal era and lack of transparency is clearly still ongoing and needs to end. The ignorance of City Council members who had no real long term awareness of Hermosa Beach but got on the City Council for their own personal ego, or resume, they're not going to be remembered for long after they are off the council.</p> <p>Transparency has been flushed down the toilet in Hermosa Beach during the last 7 years due again primarily because of the hacks who manipulated and wrapped themselves around the Suja Lowenthal regime. Those who still want to operate under that regime as if it was still around need to wake up and smell the coffee.</p> <p>Regarding this item: The Parking Meter rates are sky high right now for Hermosa Beach. This is the dead-wrong time to be even suggesting ripping off further, those who would want to visit businesses downtown, especially in the daytime; and this without even mentioning the parking meter enforcement operation.</p> <p>Have you considered removing some of the Suja personnel hired for her bloated operation, or cancelling some of the projects, tightening the belt? I didn't see that mentioned or suggested in the staff report.</p> <p>Note: My views all herein. Btw, why are there six parking places reserved at city hall for the city council members and the city attorney? I happened to see that today. Staff does a better job of putting up those no parking notice placards in front of city hall than they do to increase parking meter rates \$3.8 million per year.</p>		

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Howard Lee 'NO to obsence parking rate increase, and there were no notice placards seen anywhere'	<p>And why are you not inviting all in city to be able to have dinner with you in the up-stairs conference room when there could be three or more of you present. That's likely a Brown Act violation when you are not giving notice that 3 or more of you may be present together somewhere and that all are welcome to join them and observe. You are essentially having a de facto closed session as such; Especially when you are eating on the Hermosa treasury's nickel. Where is the City Treasurer reporting on this fact?</p> <p>You all knew what the job was, and what the pay was. Why did you run if you need to graze on the city treasury, and then not even put out a single notice placard when you're proposing to raise parking meter rates 50% and 100% to take in \$3.8 million more per year. Carry a brown bag if you can't eat at home. Leave the parking spaces for residents who need to attend the meetings. If the residents are expected to park along the greenbelt, then why not the councilmembers too?</p> <p>Sorry for a few digressions. But, NO to parking meter rate increases at this time; and NO to adding more parking meters anywhere in the city. But YES to doing a far better job of noticing in the future for such ordinances.</p> <p>Most Respectfully, Howard Lee</p>		

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Jeff Raedy	<p>There's plenty to dislike about this increase:</p> <ol style="list-style-type: none"><li>1. What problem is it solving? Let's get the unstated part out there first: It's trying to solve the fact that voters soundly rejected the sales tax increase measures in 2022 and 2024, and the city doesn't have to put this self-estimated \$3.8 million revenue grab on the ballot. It was parking tickets two weeks ago. What's next?</li><li>2. These increases will not put our parking rates on par with our neighbors. It takes some tortured logic to make that case from the staff report's own table. Why is San Diego included instead of Los Angeles? Could it be because LA's lowest rate is 60 cents per hour (up to a max of \$6 for about 24 spaces for a few high-demand hours per day)?</li><li>3. I don't know why the city thinks it's completely immune from market forces. This is the latest example of the city claiming it can raise prices (or taxes) and assume it will have no effect on demand (as stated explicitly in the staff report). If this were so, why not raise the hourly parking rate to \$10/hr for a revenue jackpot? We all know it doesn't work like that. People vote with their feet and cars; even seemingly-slight changes generate trends.</li><li>4. Why raise the rates so significantly after just two years? Rate increases, relatively modest until now, have been averaging every 5ish years, which seems reasonable. After two years the city is going to hike things so significantly? The kids call this "sus". See point #1.</li><li>5. All of this boils down to traffic for our downtown businesses. Have you been downtown on a typical weekday before 6pm? Parking supply far outweighs parking demand. We need to do things to encourage people to park in our city, not make it more expensive.</li></ol> <p>Didn't the city just make (or is in the process of making) a significant investment in pay stations to replace individual meters? Let's table this across-the-board increase and think long-term about dynamic pricing to bolster daytime business while capitalizing on high demand parking times.</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Josh Royal	<p>Josh Royal here with the Lighthouse Cafe. I am against doubling the parking rates by the beach. Any increases should be made over time and less drastic. This could hurt our local businesses in Hermosa who are already struggling to compete with other areas like Manhattan Beach and Redondo Beach who will still have the lower rates.</p> <p>This is short sighted and not thinking about the long term effects of an increase like this to the local economy that is already struggling compared to our neighbors.</p> <p>Please don't pass this and come up with other options that are more business friendly.</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Fiona Fleming	<p data-bbox="782 233 1177 261">Dear Mayor and Councilmembers,</p> <p data-bbox="782 315 2193 383">As a downtown business owner. I urge you to reconsider raising parking rates in Hermosa Beach. Increasing rates now will discourage both locals and visitors, pushing them to spend time and money in neighboring cities instead of here.</p> <p data-bbox="782 436 2193 586">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 in some cases, from visiting at all, especially when they can easily choose neighboring communities with more affordable and accessible parking.</p> <p data-bbox="782 639 2193 748">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.</p> <p data-bbox="782 802 1911 829">Affordable parking draws people in, supports our businesses, and strengthens the local economy.</p> <p data-bbox="782 883 2153 951">Please keep rates reasonable so Hermosa Beach remains welcoming and accessible year round for our neighbors and visitors alike.</p> <p data-bbox="782 1005 908 1032">Thank you.</p> <p data-bbox="782 1086 1150 1149">Fiona Fleming, Owner/Operator Patrick Molloy's Pier Plaza</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Hermosa Beach Chamber of Commerce	<p>Dear Mayor, Council Members, and Staff,</p> <p>The Chamber understands the City’s need to review parking rates as part of broader financial planning. We ask, however, that the potential effects on our local business community remain front of mind in these discussions.</p> <p>Hermosa’s small businesses depend on steady customer traffic. If parking rates rise significantly above neighboring cities, it creates a competitive disadvantage that could shift visitors elsewhere. Over time, this means fewer customers for our merchants and restaurants and a smaller sales tax base for the City itself.</p> <p>Accessible, reasonably priced parking is not just a convenience, it is a cornerstone of keeping our commercial areas vibrant and ensuring our local economy continues to thrive.</p> <p>Thank you for your thoughtful consideration.</p> <p>Sincerely, Hermosa Beach Chamber of Commerce &amp; Visitors Bureau</p>	Against	
INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO INCREASE PARKING METER RATES - 25-AS-069	Andrew Gawdun	<p>It's laughable that the City has a desire to raise the parking costs when we can't ever fill the spaces we have. It would make sense if this was a booming busy town and there was actual money to be made. This just continues to perpetuate the idea that Hermosa is self serving, out of touch and not looking at ways promote visitors and business to it's community.</p> <p>Maybe we look at ways to help attract folks here and then once that works we look into raising the costs.</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO METER LOT E - 25-PW-075	tony higgins	<p data-bbox="782 233 991 261">Dear City Council,</p> <p data-bbox="782 315 2139 383">We are being told there is virtually no impact to residents related to the placement of SILVER Meters on the 25 parking spaces in LOT E.</p> <p data-bbox="782 436 2201 505">But there is no analysis whatsoever, at least in the staff report, that considers the amount available street parking in nearby residential neighborhoods during peak and off-peak season periods.</p> <p data-bbox="782 558 2091 626">It's reasonable to assume that putting new Silver Meters in Lot E will just make residential street parking in nearby neighborhoods more preferred, shifting still more visitor parking onto residential streets.</p> <p data-bbox="782 680 2179 708">In fact, the residential street parking supply may be exhausted before the metered parking spaces in Lot E begins to fill in.</p> <p data-bbox="782 761 2147 829">Sometimes it's hard to find even one open spaces per block and putting Silver Meters in Lot D can only impact resident parking negatively.</p> <p data-bbox="782 883 2153 951">Until the city does an analysis that proves there is adequate peak &amp; off-peak season residential street parking in nearby neighborhoods; only YELLOW meters or no meters at all should be allowed in LOT E.</p> <p data-bbox="782 1005 1327 1032">Resident impact should not be an afterthought.</p> <p data-bbox="782 1086 1085 1151">Thank You for Considering tony higgins</p>	Against	

City Council Meeting | eComment Report  
 Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO METER LOTE - 25-PW-075	Howard Lee AGAINST more LHB PARKING METERS	Please Click/Tap this message and then click/tap the blue attachment for Howard Lee eComment as PDF.	Against	<a href="https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=18908">https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=18908</a>
INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO METER LOTE - 25-PW-075	Elaine Kim	<p data-bbox="782 1047 1634 1071">What benefit is Hermosa getting from this increase? I only see downsides.</p> <p data-bbox="782 1128 2177 1226">First you take away overnight parking in most of the city, do not allow all residents west of Valley have parking passes despite tons of metered street parking, and now youre raising rates for locals and visitors who have been barely returning since covid.</p> <p data-bbox="782 1291 887 1310">Do better</p>	Against	

City Council Meeting | eComment Report  
 Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO METER LOTE - 25-PW-075	Cynthia Furnberg	<p>To: Honorable City Council</p> <p>Re: 9/30 Hearing to Meter Lot E</p> <p>The staff report lacks the analysis of potential lost business and lost sales taxes therefrom to the city when patrons decide to continue driving on PCH across 190th and go to the strip malls right there in Redondo with free parking.</p> <p>The others will park at CVS, business condos behind the lot, or further congest PCH, 2nd and 3rd Streets, just causing further parking problems for those businesses and residents, and not achieve the goals recited for the income expected, leaving the city with at least a \$30K bill to pay.</p> <p>Also, there are many businesses on both sides of PCH that do not have off street parking that rely on Lot E. A lot of businesses on PCH are already hurting with this economy, and this will just hurt them further and push patrons to free parking businesses next door in Redondo.</p> <p>People will pay for meters at the beach, as they want to enjoy the ocean, but that doesn't apply to Lot E.</p>	Against	
INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO METER LOTE - 25-PW-075	Craig Rogers	<p>We have enough parking congestion in the area of Lot E. Adding meters will just worsen the burden on PCH, 2nd &amp; 3rd St to avoid paying \$3.00 an hour.</p> <p>The local business need to be supported and not send their to businesses that have free off street parking.</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO METER LOTE - 25-PW-075	Josh K	<p>Dear Mayor and City Councilmembers,</p> <p>I'm writing to oppose converting Lot E to paid meters. Using the City's downtown/Pier Ave meter hours and rates (10 a.m.–2 a.m.; \$2/hr 10 a.m.–8 p.m., \$2.50/hr 8 p.m.–2 a.m.), and the on-the-ground reality that the lot is mainly open at night, the numbers and community impacts do not support this change.</p> <p>1) Financial Reality (with “mostly open” nights)</p> <p>Installing ~25 modern smart meters is projected to cost \$190,000–\$220,000 upfront (even a “low-end” system is \$100k+ including hardware, labor, electrical, software, signage, and contingency). Ongoing maintenance, software, enforcement, and collection costs further reduce returns.</p> <p>Using reasonable assumptions for Lot E:</p> <p>Hours &amp; rates: 10 a.m.–2 a.m.; \$2/hr (day), \$2.50/hr (night)</p> <p>Occupancy: 50% by day, 10% by night (lot is mostly open at night)</p> <p>Meters: 25, 2-hour max</p> <p>Costs: \$200,000 capital (Year 1), \$20,000/year maintenance &amp; software, \$60,000/year enforcement.</p> <p>Results:</p> <p>Annual revenue: ≈ \$104,938</p> <p>Annual operating costs: \$80,000</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 10.36.010 TO METER LOTE - 25-PW-075	Josh K	<p>Year 1 loss (includes build): -\$175,063</p> <p>Years 2+ annual net: +\$24,938</p> <p>Cumulative break-even: about Year 5</p> <p>Given these figures, this is a slow, risky payback that depends on optimistic daytime occupancy and continued operating discipline. Has the City completed a formal revenue analysis for this specific lot—including occupancy by time of day, enforcement assumptions, and a 10-year P&amp;L—demonstrating a positive outcome?</p> <p>2) Neighborhood Spillover</p> <p>Free 2-hour parking keeps cars out of nearby residential streets. Meters will push drivers to avoid fees by parking in front of homes, increasing congestion, noise, and safety concerns.</p> <p>3) Low Demand for Paid Parking</p> <p>Spots are typically open both day and night. Meters “solve” a problem that doesn’t exist and may suppress use of the lot.</p> <p>4) Business Impact &amp; Future Congestion</p> <p>With 210 PCH poised to bring multiple businesses, this block will already see more activity. Paid meters make parking less attractive for customers, pushing more cars into the neighborhood and undermining access to local businesses.</p> <p>5) Weak Enforcement Record</p>		

City Council Meeting | eComment Report  
Septmeber 30, 2025

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ITEM TO BE CONTINUED - INTRODUCE AN ORDINANCE TO AMEND HBMC SECTION 2.52.40 RELATING TO THE REVIEW OF PLANNING COMMISSION ACTIONS	Howard Lee The Item Is Missing A Staff Report Giving A Reason	Council, City Clerk and Staff: There should be at the minimum a brief staff report indicating why this item is recommended by staff to be continued. Such is not present. Why is that? Someone having an interest in this item has no way of knowing if it will actually be continued. This is not the way to properly place and word an item on the agenda. The public sees this only as sloppiness, laziness, or incompetence unfortunately. Howard Lee, Resident	-	
PUBLIC COMMENT	Leonard Shapiro	Why are flags in Hermosa Beach City Hall and the fire department at half-mast to support an unrepentant racist, homophobe, transphobe, and misogynist podcaster?	-	
PUBLIC COMMENT	Is escribe a lemon?	Dear City Council,  Please click on the pdf above regarding escribe and its ongoing unresolved problems.  thank you tony higgins	No Position	<a href="https://pub-hermosabeach.escribemeetings.com/FileStream.aspx?DocumentId=18907">https://pub-hermosabeach.escribemeetings.com/FileStream.aspx?DocumentId=18907</a>
PUBLIC COMMENT	Howard Lee 'Thanks again for labeling STAFF reports as STAFF reports BUT Community Development and Public Works need still need to get on board'	Have you considered removing some of the Suja personnel hired for her bloated operation, or cancelling some of the projects, tightening the belt? I didnt see that mentioned or suggested in the staff report.	For	

City Council Meeting | eComment Report  
Septmeber 30, 2025

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REAPPROPRIATION OF FUNDS FROM FY 202425 TO FY 202526, APPROVAL OF RELATED REVENUE REVISIONS - 25-AS-079	please pull for discussion	Dear City Council,  this report is missing a grand total that will obviously be a positive number.  but what percent of that positive number is from projects that came in under budget and what percent of that positive grand total is projects that were delayed or late?  does anyone care? th.	No Position	

City Council Meeting | eComment Report  
 Septmeber 30, 2025

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REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	Nancy Schwappach	<p>I request City Council pull from the consent calendar Agenda Item 7.b. of the minutes of the 9/16/25 Planning Commission meeting. I believe Council has the right to pull this for discussion at a future meeting. I also believe Council has limited grounds on which it can request a de novo hearing (something like the Commission exceeded its authority or made an error, that isn't exactly right but is, I think, close).</p> <p>In that regard, I expect Council, and the public, would like to review the actual resolution approving this application, which I suggest be provided to Council before the future meeting at which this item appears on the agenda and is discussed by Council. I suggest only after reviewing that Resolution can Council decide whether Planning Commission exceeded its authority or erred in its approval.</p> <p>This was the public hearing on the "builder's remedy" project at 3415 Palm Drive. At the 9/16 hearing the Commission "approved" a Project Alternative which had been provided to the Commission, and the public, the day before the meeting, via an e-comment from the applicant's plan expeditor, Brandon Straus, containing a letter from the applicant's attorney with a "Project Alternative" plan attached. This Commission's approval was pursuant to a to be drafted resolution, the expected content of which was discussed at the hearing but which has not been made available to the City Council or the public for review.</p> <p>Potential concerns regarding the resolution include: (a) the applicant requested "wobble room" to make changes to the plan - Planning Commission's standard resolution already contains such language and there should be no reason to modify that language, and (b) because the Project Alternative is still non-conforming, there is a concern they could make changes which would "substantially conform" to the plan provided but would increase the building envelope and/or raise the height. Many of us believe that the building envelope in the Project Alternative should be specifically protected, subject only to the standard discretion granted to the Community Development Director addressed in clause (a).</p> <p>Thank you for your consideration of this request.</p>	Against	

City Council Meeting | eComment Report  
 Septmeber 30, 2025

AgendaItem	Name	Comment	Position	Attachment URL
REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	Linda Biche	<p>Subject: Please Pull 3415 Palm Drive from Councsent Calendar</p> <p>City Council: I appreciate the Planning Commissions decision to support the 35-foot alternative for 3415 Palm Drive. However, I urge the City Council to pull this item from the consent calendar for full discussion. Important questions remain about precedent and long-term impacts, and the community deserves continued oversight to ensure Hermosa Beachs scale and character are protected.</p>	Against	
REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	PLEASE PULL ITEM 11j	<p>Dear City Council</p> <p>In writing this I am not at all critical of the decisions made by the Planning Commission related to 3415 Palm PDP; I support the framework agreement.</p> <p>But I understand the 3415 Palm PDP approved on 9/16/25 has not been released to the public.</p> <p>The reason Im writing is there seem to loose ends and confusion about what comes next.</p> <p>Is the next step going to be a framework or outline of a PDP with a few high level architectural drawings and a list of conditions on parking, building height, sewer connections, etc. AND this outline will accepted as approved PDP with architectural details and plans to follow?</p> <p>I also understand there some confusion on the defined appeal process and when will the clock start.</p> <p>Because of this uncertainty I ask that the Council pull the 9/16/25 Planning Commission Minutes - Item 11j Attachment 2 to explain the next steps.</p> <p>Thank you,                      tony higgins</p>	No Position	

City Council Meeting | eComment Report  
 Septmeber 30, 2025

AgendaItem	Name	Comment	Position	Attachment URL
REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	Richard Meaglia	I'm requesting that Council pull for discussion at a future meeting consent calendar item 11 the minutes of the 9/16 Planning Commission meeting, agenda item 7.b, approval of the Builder's Remedy project. I am generally in support of the compromised and revised plan. However, I want to make sure that the plan which the public has not seen and I don't see in your agenda package, conforms to the revised plan submitted by applicant on September 15, 2025 with height limits on the structure as it fronts on Hermosa Avenue of 35 feet and as it fronts on Palm Avenue of 27 feet. I am concerned that the approval may give the applicant the right to modify the compromised plan beyond the height and other limits set forth on the revised plan. Since staff and the public did not have a chance to review and or comment on the revised plan, it will be helpful to review the final version before it is approved.	-	
REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	BARBARA A CATINO	I'm asking Council to pull for discussion at a future meeting consent calendar item 11.j., the minutes of the 9/16 Planning Commission meeting, agenda item 7.b, approval of the Builder's Remedy project. While I generally support this compromise, I am worried about the final resolution, which the public has not seen and I don't see in your agenda package. I am concerned it may give the applicant too much leeway to modify the compromise plan.	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

AgendaItem	Name	Comment	Position	Attachment URL
REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	Nancy Schwappach	<p>Hello. I believe the public generally supports the Project Alternative plan approved by Planning Commission in accordance with the final, unsigned, resolution posted in the Development Projects of the City's website. I know I do.</p> <p>I also believe some of us are concerned that, given the extraordinary nature of this application, the applicant may have leeway to revise the Project Alternative plan in a manner inconsistent with the PC's and public's intentions, such as by enclosing open space, reducing setbacks, and/or lowering the height in some places and raising it in others, to remain within the 35.27' height specified in the resolution. This could impact the "massing" of the project and/or height from Palm Drive or Hermosa Avenue. We would like to see more certainty in this regard.</p> <p>Therefore, if Council does not elect to pull item 11.j., minutes of 9/16/25 planning commission meeting, item 7.B., the builder's remedy project, I think the public would appreciate an explanation as to why.</p> <p>Consider, if you are able, asking staff/counsel whether if you pull the item for future discussion there is a legal risk the applicant may withdraw the 35' "compromise" project and revert to the 50' original plan.</p> <p>And, if staff or counsel advises this is a legal risk, perhaps they could explain the grounds for that advice.</p> <p>Thank you.</p>	No Position	

City Council Meeting | eComment Report  
Septmeber 30, 2025

AgendaItem	Name	Comment	Position	Attachment URL
REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	Howard Lee 'Community Development and the P.C. Have Failed Us'	<p data-bbox="782 233 1257 261">Council, City Clerk, City Staff and others:</p> <p data-bbox="782 315 2206 464">The Community Development Department has, imv, gone to hell in a handbasket in recent years. The problem was created by the former City Manager hiring directors who were then not informed of long established procedures and who evidently didnt spend any time to learn what those long-established procedures were. This has been the case with all the departments that imv Suja so completely wrecked for her micro-management personal style.</p> <p data-bbox="782 518 2166 626">Those with institutional knowledge on the Planning Commission also seem scared to death to raise any issues in public. The least they could do is ask why the appeal dates are no longer mentioned by staff when the Commission makes an approval or disapproval which is appealable to the City Council. Certainly the applicants would like to know.</p> <p data-bbox="782 680 2206 1070">The appeal period for decades has been the 10-day period beginning on the date of the Council meeting whereat the Council would be receiving for filing, the Action Minutes of the Planning Commission in which the item was approved or disapproved. They used to announce something to the effect that the decision on this matter is appealable to the City Council for 10 days commencing i.e., 9/30/2025. Then at that meeting date, whether the Council pulled the minutes or not, any two members of the Council not having a conflict of interest in the matter, could indicate to the City Clerk during the 10-day period that they were going to have the council take jurisdiction over the item in the minutes and rehear the item. Many times that took place right on the very last day to appeal by two councilmembers. Btw, if the city is closed on the 10th day to appeal, it was extended to the next day that the City was open. Thus the appeal period usually is in fact 13-days. If two members of the council appealed the decision for whatever reason, the city would necessarily cover all costs of the appeal including noticing.</p> <p data-bbox="782 1123 2188 1232">Also, any other individual or group could also choose to appeal the matter if said individual or group could not enlist two members of the Council to do so, except then they would need to pay the appeal fees the city had in place for such type of appeal.</p> <p data-bbox="782 1286 2134 1312">Thus this matter of pulling the Action Minutes has once again become another unnecessary cluster-f%\$ as a result of</p>	Against	

City Council Meeting | eComment Report  
Septmeber 30, 2025

AgendaItem	Name	Comment	Position	Attachment URL
<p>REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133</p>	<p>Howard Lee 'Yes two members of the Council would best take jurisdiction of the 3415 Palm Dr application'</p>	<p>Council, City Clerk, City Staff and others: The problem with the 3415 Palm Dr. application approval is not the applicant; it was the Planning Commission approval as made along with the lackadaisical Contract City Attorney present in letting the Commission do a sloppy approval, and further which was in general good, but very much lacking in clear specifics. The City Attorney present stated clearly they could continue the item for another Public Hearing, so why didn't they do that?</p> <p>Commissioner Mike Flaherty while voting for the project raised the important issue that they really had not yet seen the final resolution or adjusted conceptual drawings as reviewed further by staff. The applicant had only submitted a possible alternative plan. The applicant had not formally given up on his original submittal that I could see.</p> <p>Furthermore while the applicant changed their plans to be 35 feet 3-4 inches tall along Hermosa's sloping-height-envelope (which sloping-height-envelope line for this applicant would be a full 5 feet above the 30-foot limit in this R3 zone at 35 feet) no one knows what that will mean when revised plans and working drawings are submitted after that some-what open-ended approval by the Commission.</p> <p>Furthermore while the applicant decreased the units by one, from five to four, it appeared in my review that the alternative plans had essentially then only 4 car spaces garaged, but as I could see, now there appeared to be zero additional/guest spaces whatever. There appears to be definite unresolved guest parking issues and the applicant will both be screwing themselves and the city as such if those are not clarified.</p> <p>My views within, and which lead me to believe that Yes, two on the Council really do need to take jurisdiction over this P.C. approval and have their own de novo new Public Hearing by the Council on the project for all concerneds best interests, and tidy up all the loose ends. Otherwise God only knows what the applicant will end up legally being able to assume was approved. Best not let this become yet another cluster-f%\$&amp;. Most Respectfully, Howard Lee</p>	<p>Against</p>	<p></p>

City Council Meeting | eComment Report  
Septmeber 30, 2025

AgendaItem	Name	Comment	Position	Attachment URL
REPORT ON RECENT ACTIONS BY THE PLANNING COMMISSION FOR POSSIBLE DISCUSSION AND CONSIDERATION OF CALL UP DE NOVO REVIEW UNDER HBMC SECTION 2.52.040 - 25-CDD-133	Deanna Bradshaw	I agree with Nancy Schwappach's comment!	-	

Dear City Manager Napolitano,  
Dear Councilman Keegan,

I would be remiss in not mentioning the improvements and positive contributions of the new city manager & city council majority but please consider that Hb has spent \$300,000-400,000+ implementing the escribe system to replace granicus, after all the consultant costs, staff costs, software licensing & maintenance and labor fees are considered.

It wouldn't surprise me if the total escribe implementation costs exceeded half a million dollars. I hope this doesn't surprise you.

The question is have the promised savings in staff time resulted in actual budget reductions?

The council and staff may love escribe, but as far as a tool to promote Community Engagement or reduce expenses, i think the evidence shows escribe has been an abject failure with extremely soft unsubstantiated savings and a clugey sloppy public interface; especially for cell phone users who make up a broad cross section of your constituents.

These deficiencies make it a net disincentive to community engagement.

The City Manager & Clerk's office has said in response to concerns about escribe's poorly designed cell phone interface that escribe was never designed to support cell phone users.

The calls into question staff's competence & commitment to community engagement.

Below you see a an example of the very poorly designed cell phone interface.

It shows escribe's design wastes the scarce valuable cell phone display space by only displaying ONE or TWO WORDS per line!!!

**DESIGNS AND  
THE CITY OF  
HERMOSA  
BEACH - 25-PW-  
061**

(Public Works  
Director Joe  
SanClemente)

**Recommended**

**Action:**

Staff recommends  
City Council:

1. Approve the proposed fourth amendment to agreement with Westgroup Designs, Inc. to provide on-call architectural services extending the term to October 11, 2026; and
2. Authorize the City Manager to execute the



Honestly as far as cell phone usability & readability goes, it cant get much worse.

The net effect is it takes 45 or more scrolls to work your way through a typical agenda. It's crazy bad. And if you inadvertently click on one of the many agenda hotlinks while scrolling through the 45+ screen flips the screen freezes and you have to start all over.

4:46

5G+ 59%

...ach.escribemeetings.com

Server Error

**404 - File or directory not found.**

The resource you are looking for might have been removed, had its name changed, or is temporarily unavailable.



<https://pub-hermosabeach.escribemeetings.com/Meeting.aspx?Id=afe1a39a-5f8b-4836-97c5-9775683019a6&Agenda=Agenda&lang=English&Item=13&Tab=comments>

There have been constant problems with **escribes** automated voting, its video jump links, pages that just hang up and the poorly defined cell phone user interface.

Staff told the council and the public that implementing escribe would save money by reducing staff workload in the City Manager & City Clerk's office and its time for a post implementation with an eye towards validating the promised savings.

Before the city demands more revenue with still more fee increases its time the city do a cost/benefit post implementation review to determine if the city bought a escribe lemon or we should continue trying to fix it

No nonsense project reviews, accountability and hard choices are the no-nonsense leadership we were expecting Mr Napolitano.

Thank you for considering.  
tony higgins

**Please add this Supplemental Communication to the 9-30-2025 regular Hermosa Beach City Council Agenda Under Public Hearing Item 12-c. Thank You.**

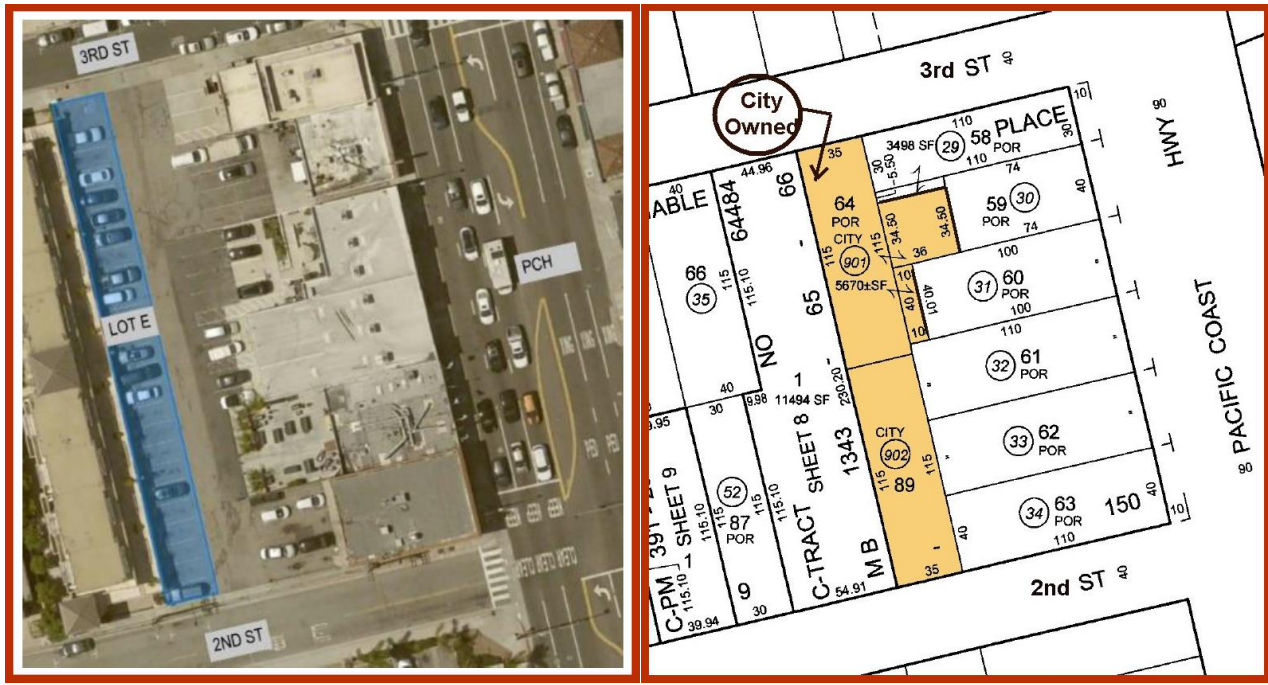
**To:** Hermosa Beach City Council / City Staff:  
(Rob Seaman, Michael Detoy, Michael Keegan, Raymond Jackson, Dean Francois),  
Interim-BB&K-Supplied-City Attorney / , Interim-City-Manager Steven Napolitano,  
HB-Administrative Services Director Brandon Walker, City Clerk.

**From:** Howard Lee, Resident

Submitted, September 29, 2025

**Re: Adding Parking Meters to 25 spaces on the Western edge of two city-owned contiguous parcels between 2<sup>nd</sup> Street and 3<sup>rd</sup> Street approximately 110-feet West of PCH.**

Note: Of the two city-owned parcels 901 and 902, parcel 901 actually includes parts of two PCH facing lots, 59 and 60. The two city-owned lots, as a matter of interest, don't actually have enough width for a vehicle to properly ingress and egress into the perpendicular parking places and are actually utilizing for such ingress and egress, parts of the PCH facing properties. See colored parcels 901 and 902 in the snag-portion of the assessor's map I've added alongside the staff report's image also included below. Why the staff didn't include such assessor's map is hard to understand, to show clearly what land belongs to the city. Given the parcel numbers, I would assume the assessor's map is reasonably correct.



Note also, regardless of what you on council approve re: this item, I really could not care less.

Other than flat out killing this Item, Council and staff imv will be making a big mistake adding meters to this area or wasting any more time on the item.

I present the following regarding how the proposal to add meters to this area has been last-minute concocted for this meeting. Also, everything said, implied, or otherwise by me herein is/are my views and opinions for the benefit of all, and given without charge. Please excuse typos or grammar mistakes within.

**This item should have appeared on the future agenda items of the last council meeting Sep 09,2025.** There is no emergency for this item. Thus why did staff not place this item on said future agenda items of the listed public hearings for this Sep 30, 2025 meeting? **Answer sloppy meeting organization planning.**

As a result, someone(s) slipped it in at the last minute, and that's why it didn't get a public hearing notice in the **Easy Reader**. Instead the required 10-day-notice was placed in a Saturday issue of the *Daily Breeze*. While that may meet the required noticing, nonetheless the notice could have additionally been placed in the **Easy Reader** last Thursday to go the extra mile.

Additionally, the feeble notice accomplished by staff who do not evidently know we use 18" X 24" fluorescent-orange placards for outdoor City Public Hearing Notices in Hermosa Beach.

Just look at this feeble, deceitful notice, I've circled, in the following image I took Saturday.



Further while perhaps not legally required but as usually done in this city (**we are not LONG BEACH**), the notice was not only beyond VERY POORLY posted on the lot itself, and notwithstanding that notices were sent to those properties in a 500-foot radius, again, the

notice posted on the property where the meters are to be placed was all but non-viewable. **Furthermore the image showing the parcels the notice was sent to was not included in the staff report! And granted such may not be required, but in this city (all the new staff from Long Beach and other places that Suja hired) probably still do not understand that we've always gone the extra mile in noticing the people and businesses affected. That all went out the window with Suja and her hires though. Can anyone recall, "Teen Challenge" Beach Concert Event?**

The notice, staff or the City Clerk's office had posted, looked like someone's posting to trim your tree or something. It was a tiny 8.5 x 11 white sheet of paper. Such outside city public notices are again supposed to be on a fluorescent-orange notice form that this city has used for decades for outdoor notices. They are typically 18" x 24" in size. I spoke with a business which was completely unaware of the above posting I found, after I asked where the outdoor notice was located. It's no wonder the businesses in this city and so many residents have such a low regard for today's Hermosa Beach city bureaucracy, after seeing its descent in serving the community over the last seven to ten years of Suja, but especially under the prior City Manager Suja's cavalier operation of the city, and as stated before, good riddance to Suja, and for that matter the prior Council majorities also responsible for the wrecking of the City Hall operation.

#### **PROBLEMS WITH THIS ITEM:**

Just because there are a few meters behind the alley on the East side of PCH, East of the "Dance Studio" at 4<sup>th</sup> Street where the liquor store and laundromat formerly were, and btw, are rarely used with their \$2 per hour rate, when people can park in the neighborhood, **DOES NOT mean you should now significantly damage the businesses in this PCH block, or cause more people to risk their lives parking on PCH during the non-(4-7 PM) hours.**

Also be assured that all who park in the 25 places now will most-likely simply then park in the CVS lot causing CVS to have ongoing headaches, contacting the city or towing to keep their lot available for their customers. That also means that those parking at CVS will likely be jay-walking across 2<sup>nd</sup> Street and sooner or later having someone being killed or seriously injured by a car racing to get the green-light or from a car turning from PCH onto 2<sup>nd</sup> St.

**The fact is this situation isn't broken.** The city need not make money from every square inch of property they own. What's broken is this staff report, and its rush job onto the meeting agenda. Nowhere in the staff report does it even evaluate the negative issues likely to be created by adding meters to the 25 parking spaces, or those additionally issues to be created for the businesses by increasing the meter rates from a minimum 50% to 100% i.e. **from \$2 to \$2.50 per hour** all the way up **to \$3 and \$5 per hour** (per Public Hearing 12-b ahead of this Public Hearing 12-c.

Also more importantly, **nowhere in the staff report is there a suggestion that the burearacy could be reduced, such as by reducing former city manager Suja's bloated City Manager office operation.**

Rather than just proposing new funding sources, fees, taxes, on residents and visitors in what looks to be a significant stag-flation economic period coming, maybe belt-tightening would be more appropriate? Suja wanted to build her Taj Mahal City Hall, and sit there as queen-bee over an ever growing bureaucracy. I forgot, no thanks again to Massey, Armato, Detoy, Jackson, Campbell, and even Duclos. Big egos, tiny thinkers, imv. But mostly Massey of course, and let us not forget the hidden sycophants always scheming their next losers to stick on the city council and use for their own fat egos and agendas. Everyone seems to know who those sycophants are.

**So, for anyone coming up for election next year, voting to put meters on these 25 spaces, would have to be a bit of a lunatic in my view.** I personally can't afford to put money in any HB parking meter. Thusly I avoid HB meters as like a plague, as do many from outside the city, so I've heard for years. One may as well throw one's money in the toilet to do that and then be subjected to the anxiety of a parking ticket on top. Holy cow, how stupid is that.

I've seen City Councils for years shooting themselves in their own feet and also doing all possible to completely kill off the already limping-along Golden Goose businesses at the same time. Politicians and bureaucrats love to scheme up ways to tax the very people and businesses they supposedly are to "serve".

Then again, I suspect not that many people who park in these 25 spaces are from outside the city so it's Hermosans and Hermosa Businesses who will be mostly screwed by such meters being installed.

**Anyway the staff and/or the someone(s) very much screwed up:**

- by trying to railroad this item through at the last minute,
- by not putting up real fluorescent-orange City Notice Placards,
- by not getting this on the future agenda of the prior meeting,
- by not advertising the proposed ordinance Public Hearing in the ***Easy Reader***,
- by not providing alternatives to raise the dollar-amount desired,
- by not indicating how this might affect the businesses present on that block,
- and on and on.

All and all, just another inane "cluster-f\$%^" on the part of the perhaps still operating as if former Queen Bee Suja was in charge and still hiding up in RPV most of the time and texting back and forth her orders. Again, what a sick expensive long seven years of Suja.

Again, just my views of course. And again just look at that feeble notice staff created and stuck by those parking spaces to perhaps help railroad-in some 25 - \$3 per hour parking meters. Dumb, dumb, dumb! Where next along PCH would parking meters be added?

**When did this town become LONG BEACH?**



I've appended the staff report to this PDF, so just scroll to the next page for the 2.5 page staff report rather than trying to find it with the eScribe (so-poorly designed for the public) agenda system.

Most Respectfully,

Howard Lee

**Attached: Staff Report as on the agenda at this time follows.**

**Full 6-PM Tuesday 9-30-2025 HB Council Meeting Agenda is available also at the following direct link.**

**<https://pub-hermosabeach.escribemeetings.com/Meeting.aspx?Id=afe1a39a-5f8b-4836-97c5-9775683019a6&Agenda=Agenda&lang=English>**



**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)

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**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