



Honorable Mayor and Members of the Hermosa Beach City Council

ADOPT AN ORDINANCE AMENDING HERMOSA BEACH MUNICIPAL CODE SECTION 10.36.010 TO INCREASE PARKING METER RATES

(Administrative Services Director Brandon Walker)

Recommended Action:

Staff recommends City Council:

1. Waive full second reading and adopt by title only “An Ordinance amending Hermosa Beach Municipal Code Section 10.36.010 to increase parking meter rates” (**Attachment 1**); and
2. Direct the City Clerk to print and publish a summary ordinance in a newspaper of general circulation within 15 days following adoption and post a copy on the City’s bulletin for 30 days.

Executive Summary:

At its September 30, 2025 meeting, City Council introduced for first reading an ordinance to increase parking meter rates citywide.

Background:

In 2023, Hermosa Beach implemented parking meter rate increases to address rising demand and generate revenue for infrastructure improvements. The recent is history of rate changes are summarized below:

Staff met with the Finance Subcommittee on August 12, 2025 to review the fiscal outlook, upcoming financial challenges, and potential revenue options. The Subcommittee recommended increasing parking meter rates for all hours to \$5.00 per hour for beach lots (Lots A, B, and C) and \$3.00 per hour for all other citywide on-street meters. This adjustment aims to align the City’s rates with neighboring coastal cities and to generate additional revenue for maintaining and upgrading parking facilities and other critical infrastructure. The proposed changes are part of a broader strategy to manage parking demand and ensure the sustainability of city services. The additional revenue will support the maintenance and development of parking facilities, streets, sidewalks, other public infrastructure, along with aiding in funding potential significant upcoming cost increases for fire and lifeguard services.

At its September 30, 2025 meeting, City Council increased on-street meter rates to \$3.00 per hour and Beach Lots (Lots A, B, and C) to \$3.50 per hour.

Past Council Actions

Meeting Date	Description
September 30, 2025	City Council introduced and Ordinance to increase parking meter rates
March 28, 2023	City Council approved parking meter rates set at their current level of \$2.00 per hour. Between the hours of 8:00 p.m. and 2:00 a.m. daily, parking meter rates at the following locations (Lot A, Lot B, Lot C, Upper Pier Avenue, Hermosa Avenue) set at \$2.50 per hour

Attachment:

1. Draft Ordinance

Respectfully Submitted by: Brandon Walker, Administrative Services Director

Legal Review: Jason Baltimore, Interim City Attorney

Approved: Steve Napolitano, Interim City Manager