



Honorable Mayor and Members of the Hermosa Beach City Council

DISCUSSION ON DOWNTOWN PARKING LOT REGULATIONS INCLUDING THE EMPLOYEE PARKING PERMIT PROGRAM.

CEQA: Determine that any modifications to the Employee Parking Permit Program and Downtown Parking Lot regulations is exempt from the California Environmental Quality Act.

(Administrative Services Director Brandon Walker)

Recommended Action:

Staff recommends City Council:

1. Receive an update regarding the City's Employee Parking Permit Program;
2. Receive an update on downtown parking lot regulations; and
3. Provide direction regarding modifications to the programs, if so desired.

Executive Summary:

At its February 25, 2025 meeting, City Council received an update on the City's downtown parking lot regulations including the Employee Parking Permit Program. The report reflected City Council's active steps over the past two years to update and improve the City's parking management program and its impact on the efficient management of the City's finite parking resources. At the meeting, Councilmember Keegan motioned, and a majority of Council supported, directing staff to return with an item including more operational detail on parking lot operations.

Background:

Employee Parking Permit Program

In 1984, the City of Hermosa Beach applied for, and was granted, permission by the California Coastal Commission to establish a preferential parking permit program in conjunction with remote beach parking locations and a park and ride shuttle system. The permit was most recently amended in 2004.

The preferential parking permit program was developed to discourage oversaturation of the City's downtown and coastal parking, to provide free long-term parking at remote locations, and to allow residents within the impacted area to park beyond the one-hour time restrictions or without having to pay the meter at yellow pole/cap meters. The impacted area is bound by the north and south City boundaries; by the Strand on the west; and by Loma Drive, Park Avenue, or Morningside Drive on the east. Parking spaces

on the west side of Cypress Avenue between 11th Street and Pier Avenue are also included.

In 2019, City Council adopted a Parking Management Study that included recommendations to adjust the parking permits and pricing. The Study recommended the existing Employee Parking Permit Program remain but suggested the City update locations and pricing to encourage off-street parking availability for employees and that on-street parking be reserved for short-term users to promote turnover.

Historically, employee permits were available for purchase, allowing employees to park at on-street spaces with yellow pole/cap meters and in the unmetered one-hour time restricted areas for an annual fee when employers are within the impact zone. The rate was raised from \$66 to \$143 in 2006. At its February 28, 2023 meeting, City Council revisited the Employee Parking Permit Program and established the current rates:

- Yellow post \$175 per year;
- All 3 levels of Lot C—24 hours a day for \$75 per month; and
- All 3 levels of Lot C—Daytime—12 hours for \$38 per month.

Downtown Parking Lot Regulations

Prior to COVID-19, Parking Lot C was a 24-hour lot, restricted to maximum use of 72 hours. As part of a local COVID-19 emergency order in 2020, Parking Lots A, B, C, and D were closed. The temporary orders restricted parking in Lots A, B, and C to a 3-hour maximum.

Past Board, Commission, and Council Actions

Meeting Date	Description
2006 (meeting date unknown)	Employee Parking Permit fee increased from \$66 to \$143
December 17, 2019	The City Council accepted the Coastal Zone Parking Assessment Study recommendations and directed staff to: 1) return to Council and the applicable City Commissions with the related implementation actions for each of the near-term recommendations; 2) incorporate the policy recommendations into the Draft Local Coastal Program; and 3) if appropriate, draft an amendment to the City’s Coastal Development Permit for the Preferential Parking Program and Remote Beach Park and Ride System.
March 16, 2020	The City Council adopted Resolution No. 20-7230, approving and ratifying a declaration of emergency due to COVID-19.

Meeting Date	Description
May 17, 2020	The City Manager issued Executive Order No. 2020-03, which included closure of Parking Lots A, B, C, and D.
July 14, 2020	The City Council approved opening Lot C for employee parking only and discontinued employee parking in both Parking Lots A and D.
September 28, 2021	The City Council requested that City Parking Programs and Parking Management be discussed at a future meeting.
January 31, 2022	The City Council reviewed and discussed the status and priorities of the 12 recommendations in the Parking Management Study and challenges of coordinating these efforts with goal of Plan Hermosa and the City's efforts to certify a Local Coastal Program with the Coastal Commission. Council directed staff to move forward with the sale of the 2022–2023 residential and employee parking permits; place an item on a future agenda to enable Council to consider a fee increase; and restrict the sale of permits to out-of-state vehicles except for active military.
February 28, 2023	The City Council approved changes to the City's residential parking permit program, employee permit program, and hourly parking meter and parking lot rates. Employee Parking Permit rates set as follows: Yellow post \$175.00 per year; and all 3 levels of Lot C—24 hours a day for \$75 per month; and all 3 levels of Lot C—Daytime—12 hours for \$38 per month.
December 12, 2023	Staff presented a list of issues identified during the 2023–24 residential parking permit season and possible solutions for City Council review. Council directed staff to explore possible refinements to the program and a resolution that would encompass all areas of the program and supersede all previous resolutions. Council requested both items for 2024–25 implementation and those for a longer-term implementation timeframe.
January 23, 2024	City Council received a staff presentation on issues identified during the 2023–24 parking permit season and approved staff's recommendation to only accept one address per resident, eliminate the replacement of lost or stolen guest permits, limit Annual Employee Permits to one per person, and institute a 2-year loss of parking permit privileges for misrepresentation/fraud in applying for a permit or the misuse of parking permits. Additionally, City Council raised the parking permit price to \$60 per year, the

Meeting Date	Description
	daily lot pass price to \$150 for (12-hour parking) and the 24-hour lot pass to \$250, and the daily metered lot pass to \$12.
January 28, 2025	City Council received an update on the Citywide Parking Program. Councilmember Jackson requested, and a majority of City Council supported, directing staff to return with an item reviewing the Employee Parking Permit Program and the downtown parking lot regulations.
February 25, 2025	City Council received an update on the Employee Parking Permit Program and the downtown parking lot regulations Councilmember Keegan requested, and a majority of City Council supported, directing staff to return with an item providing more detail on parking lot operations.

Analysis:

Employee Parking Permit Program

Monthly and annual parking passes are currently available for those who work in Hermosa Beach and do not have parking available on their employer’s property. Business licenses must be current and all parking citations must be paid before receiving a parking permit. City Council established the current rates at its February 28, 2023 meeting. Monthly permits are available in Lot C for \$38 per month (Daily 5am to 7pm only) and \$75 per month for anytime up to 72 hours. Employees may also purchase permits to park at on-street spaces with yellow pole/cap meters and in the unmetered one-hour time restricted areas at an annual cost of \$175 when employers are within the impacted parking area. The number of annual employee and monthly Lot C permits issued by permit year are below.

Annual Employee Permit Sales by Permit Year	
Year	Total
2024–25	207
2023–24*	138
2022–23	231
2021–22	169
2020–21	183

*Annual employee permit sales were lower due to permit sales being delayed until August 28, 2023.

Monthly Lot C Employee Permit Sales Current Permit Year	
Type	Total
Daily Lot C (5am-7pm)	1,776
24-Hour Lot C	1,160

*Sales began on February 26, 2024

City Council increased the Employee Parking Permit prices in February 2023. However, because the price matched the general public price, program utilization was minimal. City Council raised the general public permit rates at its January 23, 2024 meeting and the Employee Parking Permit Program saw a significant increase in participation.

Employee Parking Permits must meet the following eligibility criteria:

- Business must be located within the City's Impacted Parking Area.
- The following documents are required:
 - Current business license (if you are the business owner) or a current pay stub less than 30 days old (if you are an employee);
 - Current CA vehicle registration (only for the Annual Permit)—must be in the name of the employee; and
 - Valid Picture I.D.—acceptable forms include a driver's license, California I.D., passport or military I.D.

Downtown Parking Lot Regulations

Parking Lots A, B, and C were 24-hour parking structures prior to the issuance of a temporary local health order enacted during COVID-19, which continues to restrict parking in these lots to a maximum of 3 hours. Any vehicle parked in these lots for over 3 hours is subject to citation.

Reverting back to pre-COVID parking hour restrictions in these Lots (24-hours up to 72-hours) would aid surrounding business and encourage visitors to spend more time in the City, which should result in both additional parking revenue and increased economic activity.

Parking activity for each of the three respective lots are listed below. Activity is highly dependent on economic and weather factors and can vary from year to year. Peak activity slightly dropped in the City's largest lot, Lot C, year over year, signifying capacity for additional parking if the three-hour maximum restriction is lifted.

Peak Monthly Activity (July)			
Year	Lot A	Lot B	Lot C
2021	21,749	4,094	27,375
2022	20,595	2,607	27,022
2023	17,066	2,680	24,780
2024	20,215	4,449	21,795

Downtown Parking Lot Cleaning Schedule

Outside of the three-hour maximum, additional parking restrictions are in place to allow weekly street sweeping of the lots. The weekly sweeping schedule for each respective lot is as follows:

No Parking (for Street Sweeping)		
Lots	Day(s)	Time
Lot A	Mon, Wed, Fri, Sat, Sun	5am–6am
Lot B	Mon	6am–7am
Lot C	Mon, Fri	6am–8am
Lot D	Friday	8am–9am

Any vehicle parked during these hours is subject to citation. These no parking windows are intentionally tight to ensure minimal disruption to parking availability. Additionally, each day and time are strategically set to allow more efficient enforcement activities.

Outside of the weekly street sweeping schedule, each lot is also hand cleaned, pressure/power washed, and scrubbed as follows:

Weekly Cleaning Schedule			
Lots	Porter Hand Clean	Power/Pressure Washing	Scrubber
Lot A	Daily	Mon, Wed, Fri, Sat	Only for special events
Lot B	Daily	Mon	Only for special events
Lot C	Daily	One floor/week	One floor/week
Lot D	Friday	Twice/month	Only for special events

Parking is not restricted during this time, so contract staff does its best to clean around parked vehicles.

Downtown Parking Lot Hours of Operation

Lots A, B, C, and D are open lots, meaning there are no gate arms or locked fences preventing access after certain hours. Any enforcement of closed hours outside of street sweeping and hourly maximum restrictions would require a combination of gate arm installations, construction of barriers, sign replacements, and potential additional staffing and enforcement hours.

Environmental Review

Pursuant to the California Environmental Quality Act (“CEQA”), the City finds that there is no evidence that the Project would have a significant effect on the environment. Thus, pursuant to CEQA Guidelines section 15061 (b)(3), it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Furthermore, section 15273 of the CEQA Guidelines states that CEQA does not apply to modification of fees by public agencies for meeting operating expenses or financial needs.

General Plan Consistency:

PLAN Hermosa, the City’s General Plan, was adopted by the City Council in August 2017. The [enter project description here] supports several PLAN Hermosa goals and policies that are listed below.

Mobility Element

Goal 1. A parking system that meets the parking needs and demand of residents, visitors, and employees in an efficient and cost-effective manner.

Policies:

- **4.4 Preferential parking program.** Periodically study and evaluate the current inventory of public parking supply and update the preferential parking program.
- **4.7 Parking availability.** Optimize parking availability through dynamically adjusted pricing and new technology to manage available spaces for short-term parking use to encourage rates of turnover that are responsive to fluctuating demands.

Fiscal Impact:

Increasing the maximum parking time at the downtown lots would require sign overlays or replacement costs. Changing both no parking hours and/or closing lots would result in expenditures including capital expenses for gate arms, signage changes, and/or increases in staffing needs for enforcement. These types of expenses are not currently appropriated. Depending on City Council direction, staff can return at a future meeting with a full cost analysis.

Attachment:

Public Parking Map

Respectfully Submitted by: Brandon Walker, Administrative Services Director

Concur: Angela Crespi, Deputy City Manager

Noted for Fiscal Impact: Brandon Walker, Administrative Services Director

Legal Review: Patrick Donegan, City Attorney

Reviewed by: Angela Crespi, Deputy City Manager

Approved: Suja Lowenthal, City Manager