

From: Steve Collins <steve@hermosacyclery.com>

Sent: Friday, March 7, 2025 12:06 PM

To: City Council <citycouncil@hermosabeach.gov>; Suja Lowenthal <suja@hermosabeach.gov>; Ann Yang <anny@hermosabeach.gov>

Subject: Re: Parking Lot Times for Visitors - Tuesday's Agenda

Hi Councilmembers and Staff,

Thanks for your work on the downtown visitor parking times.

Staff's recommendation last meeting to reinstate the pre-COVID visitor parking times in Lots A, B, and C sounds good:

Lot A - 24-hour max

Lot B - 3-hour max

Lot C - 24-hour max

While many of our bike rental customers go on excursions that last about 5-6 hours, there are some who just like to get a bike and ride around all day. Many beach-goers like to do the same, hang out at the beach all day. And as for the folks leaving after a couple of beers too many, a \$50 citation or fear of being towed may motivate some with their excessive confidence to drive home. A couple of times a year, I walk home or Uber and leave my car in Lot C (employee pass good for 72 hours).

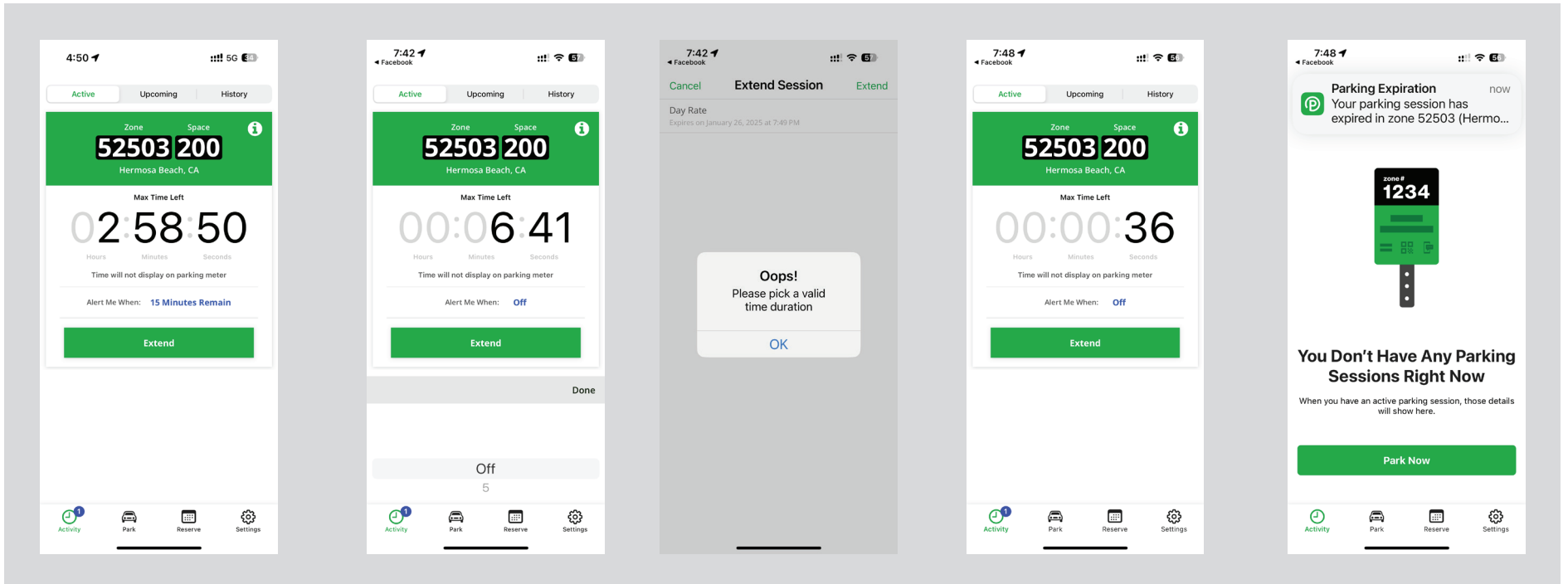
Moving all staff parking to Lot C a few months ago helped. Lot B, which is the most ideal for visiting the Plaza, has spots available much more often now. Staffers used to fill Lot B day and night. With its original 3-hour max (or potentially shorter), Lot B may be ideal for a short-stay lot.

As for further refining staff parking to the top of Lot C, the excellent customer service for visitors sounds appealing. But the sacrifice of available spaces may be a consideration. The daily peak of parked cars filling the staff section would soon lead to lots of empty spaces in the rest of the lot that displaced staffers could have used. The ongoing use of reserved sections in Lot C for special events has a different but related outcome that likewise leads to lots of unusable spaces. I think the net outcome may be a lot fewer usable parking spaces.

Thanks for doing the hard work on this for us!

Thanks,
Steve

PS. Street sweeping: Lot C is posted for street sweeping from 6 a.m. to 8 a.m. Mondays and Fridays. A pressure-washer cleaning crew cleans the lot on other days, we think mainly on Tuesday mornings.





Parking at Hermosa Beach

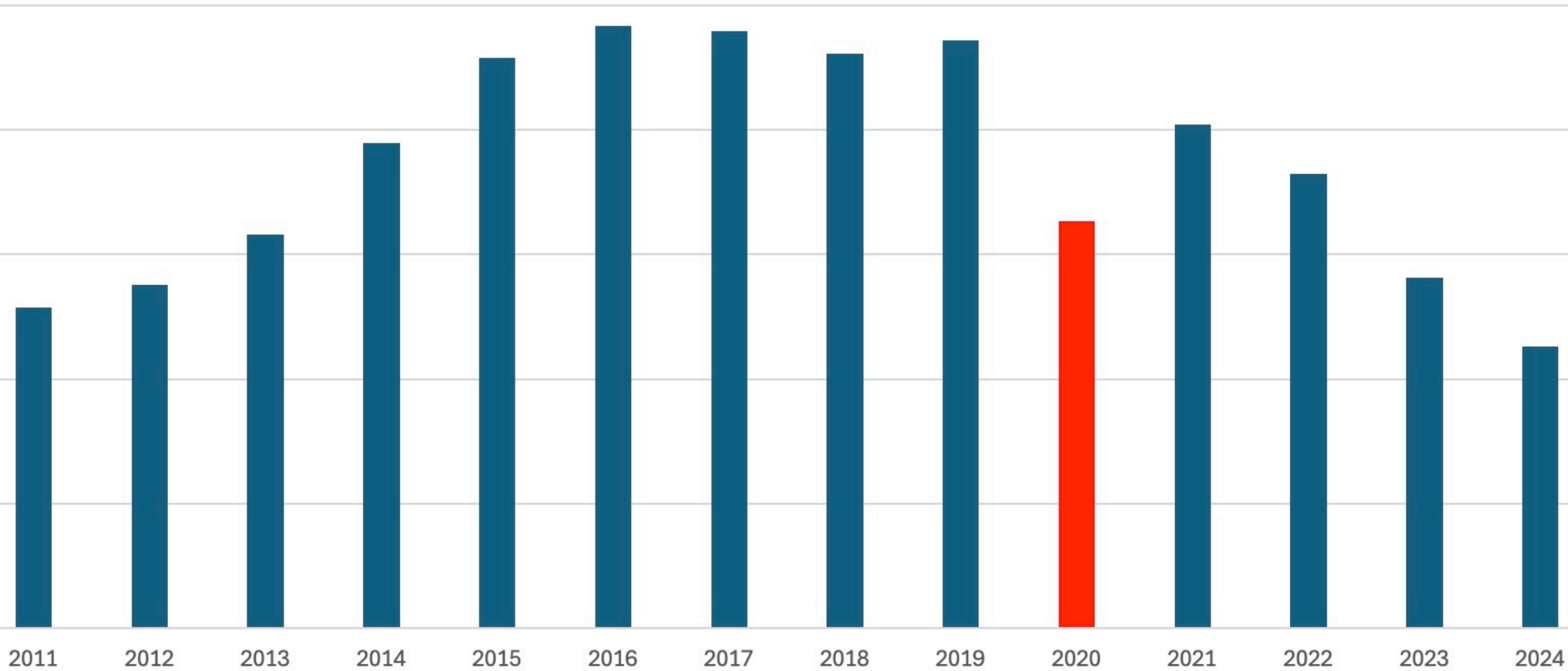
Parking near Hermosa Beach is available at a number of city lots and along some streets. Most parking is metered. Our map shows the parking lots closest to beach. For a complete map of Hermosa Beach parking, see [Hermosa Beach Public Parking](#).

Hermosa Beach Parking				
Parking Lot	Hrs. per Stay	# of Spaces	Hourly Rate	Monthly Passes*
Lot A Hermosa & 11th	24 hrs.	143	\$1.25 - \$1.50	\$31 - \$62
Lot B 59 13th Ct.	3 hours max.	36	\$1.25 per hour	NA
Lot C Parking Garage	24 hrs.	300	\$1.25 - \$1.50	\$31 - \$62
Lot D Hermosa Ave.	2, 3 & 24 hr. parking	1100	\$1.25 per hour	
Lot E Upper Pier Ave.	2 hr.	68	free	NA
<p><i>*Monthly Passes: passes good any time (up to 72 hours maximum at one location) - \$62</i> <i>For passes good only from 5:00 AM to 7:00 PM - \$31</i></p>				

Pay by Space parking meters are located at Lots A and C. These parking meters accept coins, credit or debit card. **Cash Keys** (similar to a pre-paid credit card) can be used at all Hermosa Beach parking meters. **Daily Parking Permits** can be purchased for \$6 and allow visitors to park at any **yellow-poled** meter or in 1-hour zones in the residential areas without regard to the one hour limit.

Cash Keys and Daily Parking Permits can be **purchased** at City Hall, 1315 Valley Drive, Room 101, Monday through Thursday 7 AM to 6 PM. Daily Parking Permits may also be purchased from

Bike Rental Transactions





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