



Honorable Mayor and Members of the Hermosa Beach City Council

INTRODUCE AN ORDINANCE TO AMEND HERMOSA BEACH MUNICIPAL CODE CHAPTER 12.30 SPECIAL EVENTS ON PUBLIC PROPERTY, 12.20.300 SOLICITATION AND ADOPT A RESOLUTION TO ESTABLISH A SPECIAL EVENT PER-VENDOR DAILY FEE

CEQA: The proposed ordinance is not a project under the California Environmental Quality Act pursuant to CEQA Guidelines section 15378 (b)(5) as it is an organization or administrative activity of the City that will not result in direct or indirect physical changes in the environment.

(Parks and Recreation Director Lisa Nichols)

Recommended Action:

Staff recommends City Council:

1. Determine the proposed ordinance is not a project under the California Environmental Quality Act pursuant to CEQA Guidelines section 15378 (b)(5) as it is an organization or administrative activity of the City that will not result in direct or indirect physical changes in the environment;
2. Introduce by title only and waive the first reading of an ordinance amending Chapter 12.30 Special Events on Public Property, 12.20.300 Solicitation to allow for the sale of prepared food, nonalcoholic beverages, and/or merchandise on the beach by special event-associated vendors; and
3. Adopt a resolution amending the City's Master Fee Schedule to establish a per-vendor daily fee for such vendors.

Executive Summary:

At its February 3, 2026 meeting, City Council approved the Parks and Recreation Advisory Commission's ("Commission") and staff's recommendation to amend Hermosa Beach Municipal Code ("HBMC") Chapter 12.20 (Beach and Strand Regulations), and Section 12.20.300 (Solicitation) to allow for the sale of prepared food, nonalcoholic beverages, and/or merchandise on the beach by special event-associated vendors, and to establish a per-vendor daily fee with a 25% discount for Hermosa Beach-based businesses holding a valid City business license.

Background:

At its August 26, 2025, meeting, Councilmember Francois directed staff to prepare an item reviewing rules and regulations related to the sale of food, nonalcoholic and alcoholic

beverages, and merchandise by vendors on the beach associated with approved volleyball tournaments. Mayor Pro Tem Detoy, Councilmembers Jackson, and Councilmembers Keegan and Mayor Saemann amended the request to include a review by the Commission and to expand the scope to any approved special event, not just volleyball tournaments.

Staff reviewed the cities of Manhattan Beach and Redondo Beach's Municipal Codes pertaining to sales of food, nonalcoholic and alcoholic beverages, and merchandise by vendors associated with an approved special event on the beach. The City of Hermosa Beach owns its beach and, therefore, has full jurisdiction over its use. As a result, Hermosa Beach is responsible for permitting, regulating, and managing all activities occurring on the beach, including special events, vendor operations, recreational uses, and commercial activities. In contrast, the beaches in Manhattan Beach and Redondo Beach are owned and administered by Los Angeles (L.A.) County. Therefore, L.A. County handles permitting and oversight for beach-related activities in those jurisdictions.

The comparative review indicated that, in association with an approved special event on the beach:

- In Hermosa Beach, vendor sales were limited to the event producer only, and alcohol sales and consumption were prohibited.
- In Manhattan Beach and Redondo Beach, vendor sales are subject to L.A. County permitting, and alcohol is prohibited except in Manhattan Beach, where alcohol sales and consumption could be permitted within defined areas on the Beach south of the Pier and the Pier itself, with City Council approval.

Additionally, staff reviewed other California cities' special event-associated vendor fees. Hermosa Beach historically has required vendors to obtain an annual City business license, which carries a higher cost and administrative burden that may not align with the limited, event-based nature of special event vendor participation. Other California cities imposed a per-vendor daily fee for special event participation, rather than requiring annual business licenses.

At its January 6, 2026 meeting, the Commission reviewed staff's research and the applicable provisions of HBMC Chapter 12.20 and recommended City Council consider approval of amendments to Section 12.20.300 to allow for the sale of "prepared food," as defined in HBMC, nonalcoholic beverages, and/or merchandise on the beach by special event-associated vendors and to implement a per-vendor daily fee of \$115, with a discounted rate for Hermosa Beach-based businesses holding a valid City business license, which staff proposed to City Council at its February 3, 2026 meeting at a 25% discount, resulting in an \$86.25 per-vendor daily fee for such businesses.

At the Commission's January 6, 2026, meeting, staff also recommended eliminating the City's special event co-sponsor fee when a sponsor is providing monetary support only.

However, if a sponsor intends to sell food, nonalcoholic beverages, and/or merchandise, staff recommended applying the per-vendor daily fee in lieu of the co-sponsor fee. The Commission and City Council did not have any concerns with this recommendation.

The Commission did not recommend any modifications to Chapter 12.20 Beach and Strand Regulations, Section 12.20.040 (Alcoholic beverages Violation–Penalty) to allow for exceptions for alcohol consumption or sales on the beach in association with an approved special event.

At its February 3, 2026, meeting, City Council approved the Commission and staff’s recommendation.

Past Commission and Council Actions

Meeting Date	Description
City Council: August 26, 2025	City Council directed staff prepare an item for the Commission to review rules and regulations related to the sale of food, nonalcoholic/alcoholic beverages, and/or merchandise on the beach by vendors associated with a special event.
Commission: January 6, 2026	Commission reviewed the applicable provisions of the HBMC Chapter 12.20 and recommended City Council approval of amendments to Section 12.20.300 to permit sales by special event-associated vendors, with food sales limited to “prepared food” only, as defined in HBMC, and to implement a per-vendor daily fee, with a discounted rate for Hermosa Beach–based businesses with a valid City business license.
City Council: February 3, 2026	City Council approved the Commission’s recommendation to amend Section 12.20.300 to permit such sales by special event-associated vendors and to implement a per-vendor daily fee, with a discounted rate for Hermosa Beach–based businesses with a valid City business license.

Discussion:

Staff prepared the necessary ordinance amendments and updates to the City’s Master Fee Schedule to implement City Council’s approved changes. This item formalizes those changes by introducing the ordinance amending Chapter 12.30 Special Events on Public Property and Section 12.20.300 Solicitation (**Attachment 1**), and by adopting a resolution establishing the per-vendor daily fee, including a discounted rate for Hermosa Beach–based businesses holding a valid City business license (**Attachment 2**).

Environmental Analysis:

The proposed ordinance is not a project under the California Environmental Quality Act pursuant to CEQA Guidelines section 15378 (b)(5) as it is an organization or

administrative activity of the City that will not result in direct or indirect physical changes in the environment.

Fiscal Impact:

Implementation of a \$115 per vendor per day fee, with a discounted rate of \$86.25 for Hermosa Beach-based businesses with a valid City business license is expected to generate additional revenue for the City.

The fee revenue would be to offset staff time and administrative costs associated with reviewing, approving, and monitoring special event vendors. The total revenue generated would vary depending on the number of vendors participating in each approved event.

Attachments:

1. Proposed Ordinance
2. Proposed Resolution

Respectfully Submitted by: Lisa Nichols, Parks and Recreation Director

Noted for Fiscal Impact: Henry Chao, Finance Manager

Reviewed by: Brandon Walker, Administrative Services Director

Legal Review: Jason Baltimore, Interim City Attorney

Approved: Steve Napolitano, City Manager