

**CITY OF HERMOSA BEACH**  
**ORDINANCE NO. ORD-26-XXXX**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA, AMENDING SECTION 12.20.300 OF CHAPTER 12.20 OF TITLE 12 OF THE HERMOSA BEACH MUNICIPAL CODE TO AMEND REGULATIONS RELATED TO THE SALE OF FOOD, BEVERAGES, AND MERCHANDISE ON THE BEACH DURING SPECIAL EVENTS AND DETERMINING THE ORDINANCE IS NOT A PROJECT UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT**

**WHEREAS**, the City of Hermosa Beach (“City”) is authorized to establish rules for governance and create advisory boards and commissions pursuant to California Government Code Sections 36501, 36505, and 36506; and

**WHEREAS**, the City regulates special events conducted on public property (including the beach) pursuant to Chapter 12.30 (Special Events on Public Property) to Title 12 (Street, Sidewalks and Public Places) of the Hermosa Beach Municipal Code (“HBMC”); and

**WHEREAS**, the City regulates the sale of services, commodities, wares, products, merchandise, food, and beverages on public property (including the beach) pursuant to Section 12.20.300 (Solicitation) of Chapter 12.20 (Beach and Strand Regulations) to Title 12 of the HBMC; and

**WHEREAS**, the City Council (“Council”) directed staff prepare an item for the Parks and Recreation Advisory Commission (“Commission”) at its August 26, 2026, meeting to review rules and regulations related to the sale of food, nonalcoholic/alcoholic beverages, and merchandise on the beach by vendors associated with a special event; and

**WHEREAS**, the Commission reviewed the applicable provisions of HBMC Chapters 12.30 and 12.20 and recommended Council approval of amendments to Section 12.20.300 at its January 6, 2026, meeting 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 City-based businesses with a valid City business license; and

**WHEREAS**, the Council approved the Commission’s recommendation to amend Section 12.20.300 at its February 3, 2026, meeting to permit such sales by special event-associated vendors and to implement a per-vendor daily fee with a discounted rate for City-based businesses with a valid City business license, and directed staff to prepare legislative materials for Council consideration; and

**WHEREAS**, the Council held a first reading and public hearing of this Ordinance at a regular meeting on April \_\_\_\_, 2026; and received written and oral testimony regarding the proposed code amendments; and

**WHEREAS**, the Council desires to amend HBMC Section 12.20.300 to permit and regulate sales by special event-associated vendors on the beach.

**THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH DOES HEREBY ORDAIN AS FOLLOWS:**

**SECTION 1.** Incorporation of Recitals. The recitals above are true and correct, and are hereby incorporated herein by this reference.

**SECTION 2.** Amendment. HBMC Section 12.20.300D is amended in its entirety to read as follows: “The prohibitions contained in this section shall not apply to the sale of prepared food as defined under Section 8.64.020, nonalcoholic beverages, or branded merchandise from vendors on the beach allowed pursuant to a special event permit issued pursuant to Chapter 12.30 in connection with events located on the beach.”

**SECTION 3.** California Environmental Quality Act (“CEQA”). This 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.

**SECTION 4.** Severability. If any provision of this Ordinance or its application to any person or circumstance is held to be invalid, such invalidity has no effect on the other provisions or applications of the Ordinance that can be given effect without the invalid provision or application; and to this extent, the provisions of this Ordinance are severable. The Council declares that it would have adopted this Ordinance irrespective of the invalidity of any portion thereof.

**SECTION 5. Certification.** The City Clerk is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City's book of original ordinances; make a note of the passage and adoption in the records of this meeting; and, within fifteen (15) days after the passage and adoption of this Ordinance, cause it to be published or posted in accordance with California law.

**SECTION 6. Effective Date.** This Ordinance shall take effect thirty (30) days after its passage and adoption pursuant to California Government Code section 36937.

**PASSED, APPROVED, and ADOPTED** on this 14<sup>th</sup> day of April 2026.

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Mayor Michael Detoy

**PRESIDENT** of the City Council and **MAYOR** of the City of Hermosa Beach, CA

**ATTEST:**

**APPROVED AS TO FORM:**

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Martha Alvarez  
City Clerk

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Jason Baltimore  
Interim City Attorney