



**Honorable Mayor and Members of the Hermosa Beach City Council**

**CITY COUNCIL DOWNTOWN LIGHTING AND BEAUTIFICATION SUBCOMMITTEE  
REPORT ON EXPENDITURE PLAN FOR FISCAL YEAR 2025–2026  
BEAUTIFICATION FUNDING**

**CEQA:** Determine the action is exempt from the California Environmental Quality Act pursuant to section 15301 of the CEQA Guidelines.

(Public Works Director Joe SanClemente and  
Community Development Director Alison Becker)

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**Recommended Action:**

Staff recommends City Council:

1. Determine the proposed improvements are exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301;
2. Adopt the Expenditure Plan prepared by the City Council Downtown Lighting and Beautification Subcommittee; and
3. Authorize staff to undertake projects identified in the Expenditure Plan.

**Executive Summary:**

The City Council Downtown Lighting and Beautification Subcommittee was established in May 2025 during the annual budget process to identify and recommend an expenditure plan for a \$100,000 set-aside of general funds for activities which would improve the downtown commercial district(s). The Subcommittee met on January 22, 2026 and again on February 24, 2026 and finalized an expenditure plan which focuses on projects which can be initiated immediately using existing staff and contracts to refresh landscape medians and community identity signage in high visibility areas before the end of the fiscal year.

**Background:**

This year's budget created a pool of funds intended to improve the visual appearance of commercial areas within the City. The City Council also created a subcommittee to work with staff to review project options and develop a spending proposal for these funds. The Subcommittee met on two occasions this winter and finalized a spending proposal. This proposal is intended to be a demonstration of low-cost, high-impact projects to improve the public realm. The Subcommittee chose to focus on several planters along Hermosa

Avenue and the Strand for landscaping improvements and repairs to two vintage community identity signs at entrance points to the City.

**Past Council Actions**

Meeting Date	Description
<a href="#">May 13, 2025</a>	City Council created a subcommittee with Mayor Deto and Councilmember Jackson to discuss downtown lighting and beautification goals.
<a href="#">June 24, 2025</a>	City Council adopted the Fiscal Year (FY) 2025-2026 Budget that established \$100,000 set-side for beautification projects.

**Discussion:**

The beautification work is proposed to take place at 5 locations: raised planters at 2nd Street and the Strand, raised planters at 22nd Street and the Strand, raised planters at 26th Street and Hermosa Avenue, the vintage “Hermosa Beach” sign at Valley Drive at Longfellow, and the vintage “Hermosa Beach” sign and planter on Prospect Avenue near Ripley Avenue.

The planters would each receive brick repair and painting, adjustments to the irrigation systems, as required, and installation with a new drought tolerant plant palette. Staff is proposing to create a small, new planting bed in front of the Valley Drive sign.

City crews would perform repairs and painting work necessary to restore the two vintage signs. The landscape design would be completed by one of the City’s on-call landscape architects to evaluate and recommend modifications to the irrigation system as necessary and to assist the City with the selection of plants suitable for the locations and to ensure longevity and ease in maintenance. Staff would retain licensed contractors to perform the brick repair and painting and the landscape installation and associated irrigation adjustments.

Beautification Fund Expenditure Plan	
Project Description	Estimated Amount
Vintage Sign Repair	\$ 500.00
Brick repair and painting	\$ 20,000.00
Landscape and Irrigation design	\$ 15,000.00
Landscape Installation and Irrigation Repair/Updates	\$ 64,500.00
<b>TOTAL</b>	<b>\$ 100,000.00</b>

**Options for Council Consideration:**

The City Council may (1) approve staff’s recommendations and approve the Subcommittee’s Beautification Fund Expenditure Plan, (2) approve an aspect of the

expenditure plan and defer other(s), or (3) reject the expenditure plan and remand back to the Subcommittee for further refinement.

**Environmental Analysis:**

Maintenance and repair of existing public facilities are exempt from CEQA under Class 1 categorical exemptions when there is negligible or no expansion of use as is the case with these activities.

**Fiscal Impact:**

The \$100,000 Beautification Project budget is currently budgeted in the Public Works Parks Division. There is no new fiscal impact resulting from this action, which is detailing the proposed use of funds currently budgeted in the City's Fiscal Year 2025-2026 budget.

**Respectfully Submitted by:** Alison Becker, Community Development Director

**Concur:** Joe SanClemente, Public Works Director

**Noted for Fiscal Impact:** Henry Chao, Finance Manager

**Reviewed by:** Brandon Walker, Administrative Services Director

**Approved:** Steve Napolitano, City Manager