



Honorable Mayor and Members of the Hermosa Beach City Council

APPROVAL OF THE AMENDED CLARK BUILDING USE POLICY AND RESERVATION RATES

CEQA: Approval of the proposed Clark Building use policies and reservation rates would be exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15304. The proposed Clark Building use policies and reservation rates will have negligible or no permanent effect on the environment.

(Community Resources Director Lisa Nichols)

Recommended Action:

Staff recommends City Council approve the amended new Clark Building use policies (**Attachment 1**) and reservation rates (**Attachment 2**).

Executive Summary:

The Clark Building was constructed in 1936, adjoining the Lawn Bowling Club, Clark Field, and the Kelly Tennis and Pickleball Courts, collectively known as the Clark Complex. The building served as a location for various gatherings including meetings, private parties, recreation classes, and community events over the past several decades and has undergone various refurbishments.

The City's Capital Improvement Program (CIP) includes CIP 689 Clark Building Renovations, a project with an anticipated completion date in April 2025. At its February 5, 2025 meeting, the Parks, Recreation, and Community Resources Advisory Commission (Commission) recommended City Council approval of new Clark Building use policies and reservation rates to accompany the renovated facility. At its February 25, 2025 meeting, City Council reviewed the Commission's recommendation and directed staff to revise the new Clark Building use policies and reservation rates and return to Council with the amendments for final review.

Background:

At its June 10, 2019 meeting, the Commission selected Commissioner Ellman and Vice Chair Pizer Mains to serve on the Clark Building Renovations Subcommittee (Subcommittee). In addition to providing input throughout the project, the subcommittee was tasked with working with staff to form a new use policy and reservation rates to accompany the newly renovated facility.

At its February 4, 2025 meeting, staff and the subcommittee presented the new Clark Building use policies and reservation rates to the Commission. The Commission recommended City Council approval of the proposed Clark Building Use Policy and reservation rates with consideration of its formatting and language recommendations to provide clarity to specific policies and reservation rates.

At its February 25, 2025 meeting, City Council reviewed the Commission’s recommendation and directed staff to make the following changes within the use policies and reservation rates:

- Modify the hours of operation to 8 a.m.–10 p.m. Sunday through Thursday and 8 a.m.–11 p.m. Friday and Saturday.
- Modify the permissible hours for amplified sound to 9 a.m.–9 p.m. Sunday through Thursday and 9 a.m.–10 p.m. Friday and Saturday.
- Reduce the nonprofit reservation rates for Hermosa Beach, Redondo Beach, and Manhattan Beach based nonprofit organizations by 50 percent.
- Reduce the resident reservation rates by 40 percent.
- Reduce the reservation rates for reservations between 8 a.m.–5 p.m. daily by 10 percent.
- Include a 5 percent discount on reservation rates for reservation holders with a reservation on Friday or Saturday that hire a Hermosa Beach based Alcoholic Beverage Control (ABC) licensed caterer and/or business for catering services.

Additionally, City Council directed staff to return with the amendments for final review and with a report in one year from the facility’s opening date to provide a summary of the usage and feedback from reservation holders and the surrounding neighborhood’s residents on the use policies, including hours of operation and amplified sound, and reservation rates. If significant concerns arise, staff would return to Council sooner with such a report.

Past Commission and Council Actions

Meeting Date	Description
June 10, 2019	The Commission selected Commissioners Ellman and Vice Chair Pizer Mains to serve on the Clark Building Renovations Subcommittee.
February 4, 2025	The Commission recommended Council approval of the new Clark Building use policies and reservation rates.
February 25, 2025	Council directed staff to revise the new Clark Building use policies and reservation rates, return to Council with the amendments for final review, and return to Council in one year with a report on the usage of the building.

Discussion:

Attachment 1 is the recommended new Clark Building Use Policy, including City Council's amendments.

Tables 1 outlines the recommended policy items by the Commission and the revision by City Council.

Table 1: Proposed and Revised New Clark Building Policy Items

Policy	Commission Proposal	Council Revision
Hours of Operation	8 a.m.–10 p.m. daily	8 a.m.–10 p.m. Sunday through Thursday and 8 a.m.–11 p.m. Friday and Saturday
Permissible Hours for Amplified Sound	9 a.m.–9 p.m. daily	9 a.m.–9 p.m. Sunday through Thursday and 9 a.m.–10 p.m. Friday and Saturday

Attachment 2 is the recommended new reservation rates for the Clark Building, including the Council's amendments.

Table 2 outlines the recommended reservation rates by the Commission and the revised reservation rates by City Council.

Table 2: Proposed and Revised New Clark Building Reservation Rates

Fee Type	Proposed	Council Revision
Reservation (includes the Banquet Hall)	-	Hermosa Beach, Manhattan Beach, and Redondo Beach Based Nonprofit: 9 a.m.–5 p.m.: \$40 per hour 5 p.m.–Close: \$50 per hour
	Nonprofit: \$100 per hour	Nonprofit Other: 9 a.m.–5 p.m.: \$90 per hour 5 p.m.–Close: \$100 per hour
	Resident: \$150 per hour	Resident: 9 a.m.–5 p.m.: \$75 per hour 5pm-Close: \$90 per hour
	Nonresident/Commercial: \$300 per hour	Nonresident/Commercial: 9 a.m.–5 p.m.: \$270 per hour 5 p.m.–Close: \$300 per hour
Kitchen Reservation	-	Hermosa Beach, Manhattan Beach, and Redondo Beach Based Nonprofit: 9 a.m.–5 p.m.: \$30 per hour 5 p.m.–Close: \$37.50 per hour

	Nonprofit: \$75 per hour	Nonprofit Other: 9 a.m.–5 p.m.: \$67.50 5 p.m.–Close: \$75 per hour
	Resident: \$115 per hour	Resident: 9 a.m.–5 p.m.: \$57.50 per hour 5 p.m.–Close: \$69 per hour
	Nonresident/Commercial: \$230 per hour	Nonresident/Commercial: 9 a.m.–5 p.m.: \$207 per hour 5 p.m.–Close: \$230 per hour
Meeting Room Reservation	-	Hermosa Beach, Manhattan Beach, and Redondo Beach Based Nonprofit: 9 a.m.–5 p.m.: \$10 per hour 5 p.m.–Close: \$12.50 per hour
	Nonprofit: \$25 per hour	Nonprofit Other: 9 a.m.–5 p.m.: \$22.50 5 p.m.–Close: \$25 per hour
	Resident: \$40 per hour	Resident: 9 a.m.–5 p.m.: \$20 per hour 5 p.m.–Close: \$24 per hour
	Nonresident/Commercial: \$80 per hour	Nonresident/Commercial: 9 a.m.–5 p.m.: \$72 per hour 5 p.m.–Close: \$80 per hour

Additionally, a 5 percent discount on reservation rates may apply for reservation holders with a reservation on Friday or Saturday that hire a Hermosa Beach based, ABC licensed, caterer and/or business for catering services.

General Plan Consistency:

This report and associated recommendation have been evaluated for their consistency with the City’s General Plan. Relevant Policies are listed below:

Governance Element

Goal 1. A high degree of transparency and integrity in the decision-making process.

Policy:

- **1.1 Open meetings.** Maintain the community’s trust by holding meetings in which decisions are being made, that are open and available for all community members to attend, participate, or view remotely.

Goal 3. Community parks and facilities encourage social activity and interaction.

Policies:

- **3.1 Community-friendly events.** Encourage, permit, and support community group, nonprofit, or business organized events on City property that support physical activity, beach culture, and family-friendly social interactions.

- **3.6 Availability of City facilities.** Consider the demand and availability of City facilities for general community use in the long-term lease and/or rental of City facilities.

Goal 4. Direct and accessible routes and connections to parks, recreational facilities, and open space are provided.

Policies:

- **4.1 Close proximity to parks.** Provide a variety and distribution of parks, open space, and recreational facilities to enhance proximity and easy access to all residents.
- **4.4 ADA accessible park access.** Install ADA and universally accessible amenities and equipment so that all parks, beach, and trail networks are accessible to all persons.

Fiscal Impact:

With the Commission's proposed reservation rates, staff projected approximately \$160,000 to \$190,000 of General Fund (Acct# 001-3405) Community Center Rental Revenue annually.

If the amended reservation rates are approved, staff projects a decrease to approximately \$90,000 to \$120,000 of General Fund (Acct# 001-3405) Community Center Rental Revenue annually. This estimate is based on past and anticipated future usage of the Clark Building.

Attachments:

1. Amended New Clark Building Use Policy
2. Amended New Clark Building Reservation Rates

Respectfully Submitted by: Lisa Nichols, Community Resources Director

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