

City Manager/City Clerk: Please post this additional Supplemental with [Parking Charges Public Hearing Item XIII-b](#) of the 6-PM Regular City Council Meeting of June 28, 2023 upon receipt.

Thank You.

February 28, 2023

To: Hermosa Beach City Council (Raymond Jackson, Michael Detoy, Dean Francois, Rob Saemann, Justin Massey), City Clerk Myra Maravilla, City Manager Suja Lowenthal, and Contract City Attorney Patrick Donegan

From: Howard Longacre, Resident

Re: Prior City Council Meeting of Januar 11, 2011. Which btw was essentially far more properly noticed.

City Council and others:

Everything within are of course my views other than the comments presented vis-à-vis the prior referenced meeting.

An eComment posted from resident Kelly Kinnon (see eComment Supplementals) referenced the January 11, 2011 City Council meeting in which this item was previously brought forth, among other times.

For the benefit of all below follows that exact item from that January 11, 2011 meeting.

After over 56 years living as an adult in Manhattan Beach, but mostly Hermosa Beach nothing amazes me anymore with Hermosa's City Council / City Manager operation, other than that every year in the last 7 years especially, it has become less and less honorable, arrogant, and frankly downright stupid, and for the most part ignores its own people and goes ahead and railroads through whatever the staff presents, as undoubtedly worked up behind the scenes by the City Manager and Councilman Justin Massey (Kingpin, in his mind perhaps, of Hermosa Beach).

5. [PUBLIC HEARINGS - TO COMMENCE AT 7:30 P.M.](#)

5a. [CONSIDER MAKING CHANGES TO THE PREFERENTIAL PARKING PROGRAM AS FOLLOWS:](#)

1. INCREASE THE RESIDENT PARKING PERMIT FEE FROM \$40 TO \$100 FOR THE FIRST PERMIT, \$100 FOR THE SECOND PERMIT, \$200 FOR THE THIRD PERMIT, \$300 FOR EACH ADDITIONAL PERMIT.
2. INCREASE THE GUEST PERMIT FEE FROM \$40 TO \$300 FOR EACH GUEST

PERMIT.

3. VEHICLES WITH OUT-OF-STATE REGISTRATION WILL NOT BE ISSUED PARKING PERMITS, UNLESS THE VEHICLE OWNER IS A STUDENT OR IN THE MILITARY, OR HAS DUAL RESIDENCY.
4. INCREASE DRIVEWAY PERMIT FEE FROM \$44 TO \$54 TO PARK ON THE STREET IN FRONT OF THE OWNER'S DRIVEWAY (ONE-TIME FEE; DOES NOT AFFECT CURRENT PERMIT HOLDERS).
5. INCREASE THE FEE FOR DAILY PASSES FROM \$6 TO \$10 EACH FROM 8:00 A.M. TO 5:00 P.M..
6. EMPLOYEE PERMIT FEES (CURRENTLY \$143) MAY ALSO BE DISCUSSED.

RECOMMENDATION: Hold a public hearing and direct staff to prepare a resolution to amend the preferential parking program as directed with regarding to resident and guest vehicle permit pricing, out-of-state vehicles, driveway permits, or other matters as directed.

Following below are the staff report and supplemental hundreds of letters which people necessarily felt they had to take an extensive amount of their time to write regarding their own government's attempt to de facto additionally tax them for that which they had neither logical right nor need to do.

At the moment btw, Hermosa Beach has almost \$60 million in cash sloshing around in the City's various bank and investment accounts; smoke and mirrors accounts as I refer to them as.

January 3, 2011

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
January 11, 2011

OPTIONS FOR AMENDING PREFERENTIAL PARKING PROGRAM

Recommendation:

Hold a public hearing and direct staff to prepare a resolution to amend the preferential parking program as directed with regard to resident and guest vehicle permit pricing, out-of state vehicles, driveway permits, or other matters as directed.

Background/Analysis:

On April 27, July 27, September 28, and October 26, 2010 the Council reviewed various options for amending the preferential parking program and directed staff to provide notice to permit holders and the public concerning possible changes to the preferential parking program as stated following the table.

Permits by Type in Preferential Parking District, Permit Year 2009/2010

Type of Permit	Number Issued	% of Total	Current Fee	Proposed Fee
Resident Vehicle Permits	5180 permits	54%	\$40	\$100- 1 st and 2 nd permit \$200- 3 rd permit \$300 each additional permit
Guest Permits	4223 permits	44%	\$40	\$300
Employee Permits	194 permits	2%	\$143	
Total (Resident, Guest and Employee)	9597 permits	100%	--	--
Out-of state vehicles	188 permits (28 vehicles had military, student or dual residency exemptions)	2%		
Driveway Permits	515 permits issued within preferential parking district to date	N/A	\$44	\$54

1. **Increase the resident parking permit fee from \$40 for each permit, to \$100 for the first permit, \$100 for the second permit, \$200 for the third permit, and \$300 for each additional permit.** Parking is a scarce commodity within the City. The large number of parking permits that are being purchased, including those purchased by people with adequate onsite parking, indicates that permits may be priced too low.
2. **Increase the guest permit fee from \$40 to \$300 for each guest permit.** A maximum of one guest permit may be issued per address.
3. **Vehicles with out-of-state registration will not be issued parking permits, unless the vehicle owner is a student, is in the military, or has dual residency.** Under state law, any vehicle owned by a California resident must be registered within 20 days of entry into California with specified exceptions.

4. **Increase driveway permit fee from \$44 to \$54 to park on the street in front of the owner's driveway.** This is a one-time fee and does not affect current permit holders. Within the preferential parking district 515 driveway permits have been issued to date, with a total of 646 issued citywide. The proposed fee of \$54 reflects actual costs to verify conditions and issue the permit. Any fee increase should be applied to driveway permits within and outside the preferential parking district.
5. **Increase the fee for daily passes from \$6 to \$10 each to park from 8:00 a.m. to 5:00 p.m.** There is no limit on the number of passes that may be purchased and they may be purchased by anyone. Metered parking would cost \$11.25 for the same time period at the current rate of \$1.25 per hour.
6. **Employee permit fees (currently \$143) may also be discussed.** In permit year 2009/2010, 95 businesses purchased a total of 194 employee parking permits.

Correspondence:

Correspondence received to date is attached, and subsequent items will be provided in a supplemental. Some people do not object to modest increases, but they generally object to the proposed substantial increases. A few agreed with the proposal. Here is a sampling of the comments.

- Limit to small, incremental increases (\$5 to \$10, or 5% to 10% increase annually)
- \$40 for 1st and 2nd resident permit, \$300 for additional
- \$50 for resident and guest permits
- \$50 for 1st and 2nd resident permit; \$400 for 3rd
- \$60 for 1st, \$120 for 2nd resident permit
- \$100 for 1st permit, \$1,000 for 2nd and \$5,000 for 3rd permit
- Reduce the fee to \$25 per permit
- Increase fees by \$10 per year
- One permit per person not per vehicle, or penalize more than one vehicle per person.
- Limit of 2 resident and one guest permit
- Make them all free

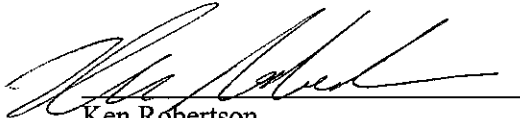
Look at alternative ways to raise revenues:

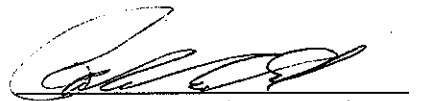
- Increase or expand the bed tax.
- License fee for commercial trucks.
- Increase enforcement, increase parking fines.
- Increase area where meters are used, or meter fees.
- Charge more for employee permits especially if residents have to pay more.
- More people would buy day passes if they could be purchased on Friday and the weekend.
- Create an annual entertainment permit with a substantial fee.

Other:

- Renters and people on fixed incomes cannot afford these increases.
- Apartments lack adequate onsite parking; our older housing stock typically lacks adequate onsite parking. The proposal unfairly impacts these occupants.
- Increased guest pass fees discourage guests which spend money in town.
- Expensive permits will make them a target of vehicle vandalism.
- Expensive permits will cause people to park on streets outside the district.
- Maintaining an affordable price is not about permit value, but about solutions for residents in neighborhoods inundated with outsiders.
- It will be cheaper to simply get ticketed.


Respectfully Submitted:


Ken Robertson
Community Development Director


Pamela Townsend, Senior Planner

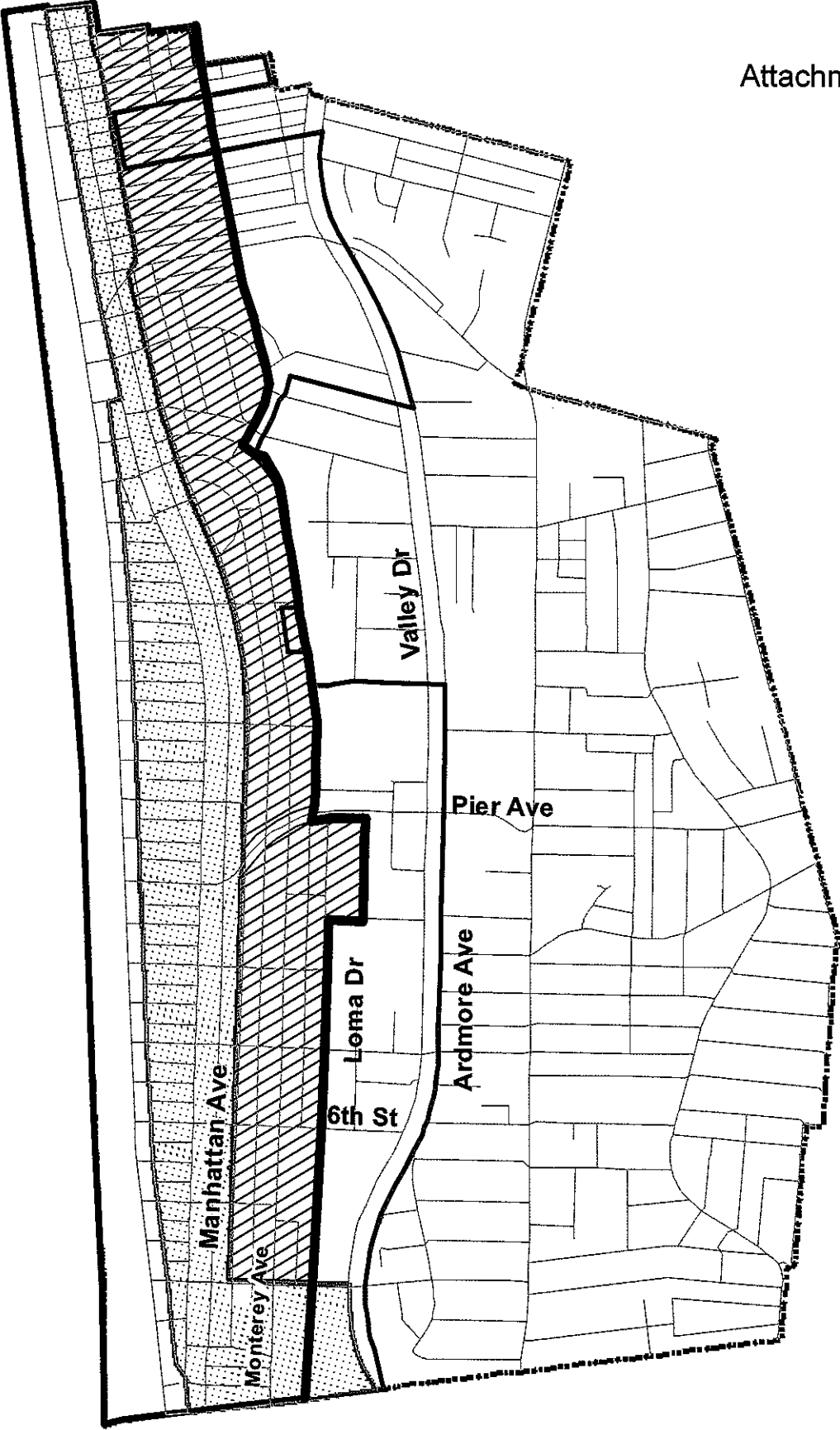

Viki Copeland
Finance Director

CONCUR:


Stephen R. Burrell
City Manager

Attachments:

1. Preferential Parking District Map (Coastal Commission approved)
2. City Council Minutes and Staff Reports (excerpts), October 26, September 28, July 27 and April 27, 2010
3. Postcard Notice Mailed to Permit Holders
4. Correspondence



- Preferential Parking District
- Coastal Zone
- Yellow Parking Meter Area 10am - Midnight
- 1-Hour Limit Parking Area
Enforced 10am - Midnight



City of Hermosa Beach
Parking Districts

Attachment 2

Dency Nelson – Hermosa Beach, said he did not know the applicant, but he grew up in Hermosa Beach and seemed passionate about opening his business on the Plaza, and it should be allowed.

The public hearing was closed at 9:48 p.m.

Action: To approve the staff recommendation to waive full reading and adopt Ordinance No. 10-1314U, entitled "AN ORDINANCE OF THE CITY OF HERMOSA BEACH, CALIFORNIA, EXTENDING AN INTERIM ORDINANCE PURSUANT TO GOVERNMENT CODE SECTION 65858 PROHIBITING THE ESTABLISHMENT OF TATTOO STUDIOS AND DECLARING THE URGENCY THEREOF," with the amendment that the ordinance shall expire on December 10, 2010.

Motion Fishman, second Duclos. The motion carried by a unanimous vote.

6. MUNICIPAL MATTERS

- a. SET PUBLIC HEARING DATE FOR REVIEW OF POTENTIAL CHANGES TO PREFERENTIAL PARKING PROGRAM. Memorandum from Community Development Director Ken Robertson dated October 18, 2010.

Community Development Director Robertson presented the staff report and responded to Council questions. City Manager Burrell and Finance Director Viki Copeland also responded to Council questions.

Action: To approve the staff recommendation to schedule a public hearing for January 11, 2011 on potential changes to the Preferential Parking Program and notice all current preferential parking program permit holders and the general public.

Motion Bobko, second Fishman. The motion carried by a unanimous vote.

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- b. AWARD CONTRACT FOR SWEEPING/CLEANING OF STREETS, ALLEYS, WALKSTREETS, PARKING LOTS, AND THE PIER IN HERMOSA BEACH.

Memorandum from Interim Public Works Director Frank Senteno dated October 19, 2010. Two supplemental emails received October 26, 2010, one from Vicki Garcia and the other from Janine Bozeman.

Interim Public Works Director Senteno presented the staff report and responded to Council questions. City Attorney Jenkins also responded to Council questions.

Coming forward to address the Council on this item were:

Jere Costello – Hermosa Beach and owner of Clean Street, submitted information to the City Council to support his position that the Athens bid should be rejected;

Dan Alderman – Attorney for Clean Street, said the project was re-bid in May at the request of Athens, who claimed the Clean Street bid was

October 20, 2010

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
October 26, 2010

SET PUBLIC HEARING DATE FOR REVIEW OF POTENTIAL CHANGES TO PREFERENTIAL PARKING PROGRAM
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Recommendation:

Direct staff to set a public hearing for January 11, 2011 on potential changes to the Preferential Parking Program and notice all current preferential parking program permit holders and the general public.

Background/Analysis:

On July 27, 2010 and September 28, 2010 the Council reviewed various options for amending the preferential parking program, and agreed to seek public comment on the following potential changes to the program. The public hearing notice will also provide a brief summary of each issue.

- To increase the resident vehicle permit and guest permit fees from \$40 to: \$100 each for the first and second permit, \$200 for the third permit, \$300 for each additional permit, and \$300 for a guest permit. The number of permits that could be obtained is not proposed to change (one vehicle permit per registered vehicle and one guest permit per address).
- To not issue parking permits to vehicles with out-of-state license plates, excluding vehicles registered to active military personnel, students who are here attending school, or dual residents. (This may cause a hardship for new residents trying to secure parking prior to re-registering their vehicles; in 2010/11 137 out-of-state vehicles obtained a permit, and 33 vehicles were granted an exemption).
- To increase the one-time driveway permit fee from \$44 to \$54. This permit allows property occupants to park on the street in front of their driveway. People with an existing driveway permit are not affected.

The Council on September 28, 2010 also expressed interest in increasing the fee for a daily pass from \$6 to \$10 per day but then tabled this issue until after discussion of the resident permit fee. The Council is requested to specify whether this proposal should be noticed:

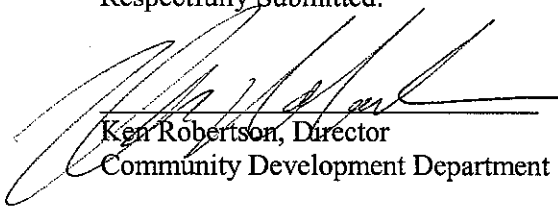
- To increase the fee for a daily pass from \$6 to \$10 per day, from 8:00 a.m. to 5:00 p.m.

The table on the following page summarizes the proposals.

SUMMARY OF PROPOSALS

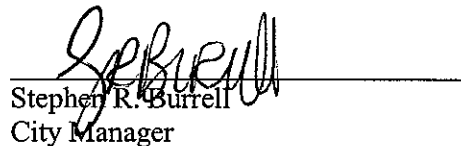
Permit Types	No. of Permits	Current Fee	Proposed Fee
Residents	1 vehicle permit per registered vehicle +	\$40 resident	\$100 – 1 st /2 nd resident \$200 – 3 rd resident \$300 – each additional resident
	1 guest permit per address.	\$40 guest	\$300 guest
	Owners of rental property – May also purchase one guest permit per rental unit.	\$40 guest	\$300 guest
	Owners of vehicles with out-of-state registration, excluding military, students or dual residents, will not be issued permits.	--	--
Driveway Permit	Allows property occupant to park on the street in front of driveway (city wide program)	\$44 one-time fee to occupant	\$54 one-time fee to occupant (Does not affect existing permits)
Daily passes	No limit; may be purchased by anyone. Valid from 8 a.m. – 5 p.m.	\$6 per day	\$10 per day
Event Permits	May be used 5 days per year with a maximum of 20 permits each time.	1-5 permits: \$1 per permit 6-20 permits: free	No Change
Employee Permits	Vehicle permits issued to employees	\$143	No Change

Respectfully Submitted:


Ken Robertson, Director
Community Development Department


Viki Copeland, Finance Director

CONCUR:


Stephen R. Burrell
City Manager

Attachments

1. City Council Minutes, September 28 and July 27, 2010

- d. **REVIEW OF OPTIONS FOR AMENDING PREFERENTIAL PARKING PROGRAM.** Memorandum from Community Development Director Ken Robertson dated September 20, 2010.

Community Development Director Robertson presented the staff report and responded to Council questions. City Manager Burrell also responded to Council questions, noting that: (1) staff was asking for direction on options that would be presented as a proposed program at a future noticed public hearing; and (2) staff was still researching with other cities the issue of oversized vehicles that use more than one parking space, which would come back as a separate item at a future meeting.

Action: To not issue parking permits to any car with out-of-state registration unless the owner of the car is a student or in the military.
Motion Bobko, second DiVirgilio. The motion carried by a unanimous vote.

Further Action: To charge a one-time fee of \$54 for a driveway permit for a person to park in front of his/her driveway, with the understanding that the actual cost, including staff's cost to verify that the driveway width is adequate, will be calculated as part of the master fee study currently in progress.
Motion Bobko, second Fishman. The motion carried by a unanimous vote.

Proposed Action: To increase resident parking permit fees to \$120 for the first and second permit, \$240 for the third permit, \$360 for each additional permit as well as the guest pass.
Motion Bobko. The motion died for lack of a second.

Proposed Action: To hire a consultant to conduct a summer review of parking and determine the economic value of parking spaces to provide the City with a baseline for setting residential permit fees
Motion Fishman, second Duclos. The motion failed, noting the dissenting votes of Bobko, DiVirgilio and Mayor Tucker.

Action: To increase resident parking permit fees to \$100 for the first and second permit, \$200 for the third permit, and \$300 for each additional permit as well as the guest pass, and to make the purchase of day passes more accessible.
Motion DiVirgilio, second Bobko. The motion passed, noting the dissenting votes of Duclos and Fishman.

By Council consensus, staff was directed to report back on the scheduling of a public hearing for the item and to detail the proposed amendments to the Preferential Parking Program in a notice mailed to all current permits holders and well as the notice for the general public

September 20, 2010

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
September 28, 2010

**SUBJECT: REVIEW OF OPTIONS FOR AMENDING PREFERENTIAL
PARKING PROGRAM**

Recommendation:

Direct staff as to whether to amend the preferential parking program with regard to permit pricing, restrictions and related program aspects, and if so, to hold a public hearing with notification to all current permit holders and the general public.

Background:

On July 27, 2010 the Council reviewed various options for refining the preferential parking program, and directed staff to return with information on the topics below. The Council's request for alternatives regarding city locations and time limits for parking oversize vehicles and related issues will be addressed as a separate agenda item.

The July 27th Minutes indicate other areas of Council agreement as to how the preferential parking district should be amended.

Analysis:

1. Provide more information on parking permits issued to vehicles with out-of-state license plates, including consideration of vehicle owners such as students or military personnel.

The Council on July 27th discussed whether vehicle permits should be issued to out of state vehicles, or whether these permits should be issued for an interim period during which the owner must obtain a California registration. If the vehicle has out of state registration the City issues the parking permit as a one time courtesy to the resident; the vehicle must be registered in California before a vehicle permit is issued in the next year. Most of these residents are new to the City and have not had the opportunity to register their vehicle in California. The out of state registration must be current and list the resident's name.

The following are exempt from the requirement to obtain a California registration:

- Military – California DMV allows active military personnel to keep their vehicles registered in their home state.
- Students – California DMV also allows students who are here attending school the ability to keep their vehicle registered in their home state.
- Dual Residents – City Council Resolution 83-4572 states that persons who maintain more than one household, of which one is located in the impacted area and have their vehicles registered to an address other than Hermosa Beach, may be issued permits upon furnishing an affidavit that the Hermosa Beach residence is a second residence, it is only occupied by the applicant, it is not separately rented or leased, and it is understood that no additional permits will be issued for that

unit. The DMV allows a person to keep their vehicle registered in another state if the person resides in the other state for more than 50% of the time.

In permit year 2010/11, there were 170 vehicle permits issued to out of state vehicles (3.3% of total vehicle permits issued) with 33 issued to out of state exempt vehicles (0.6% of total vehicle permits).

Permits	2009/10	2010/11
Total vehicle permits	5180 vehicles	5195 vehicles
Out of state vehicles total	188 vehicles	170 vehicles
% of total permits issued to out of state vehicles	3.6%	3.3%
Out of state vehicles with no exemption	160 vehicles	137 vehicles
% of total permits	3.1%	2.6%
% of total out of state vehicles	85.1%	80.6%
Out of state vehicles with military, student or dual residency exemption	28 vehicles	33 vehicles
% of total permits	0.5%	0.6%
% of total out of state vehicles	14.8%	19.4%

2010/11 figures are for permit issued for the permit year to date. The vast majority of permits have been issued for this current year. Totals may not add due to rounding.

2. Determine the cost for staff to measure a driveway and issue a driveway permit for a one-time, not annual fee for driveway permits.

On July 27th, the Council discussed requiring an annual driveway permit or maintaining the one-time permit as an incentive to increase utilization of these parking opportunities.

Driveway permits for a property occupant to park in front of his/her own driveway are currently issued for a one-time fee of \$44. The process involves driveway measuring by Community Services staff and permit issuance by Finance Department staff, consuming on average one hour at a cost of \$54.00. The full cost of issuing driveway and vehicle permits will be calculated as part of the master fee study which is in progress.

3. Provide information on a scope of work to provide the value of parking spaces.

On July 27th, the Council reviewed suggestions and the basis for increasing preferential parking permit fees, requesting a scope of work and cost to determine the value of parking resources. Preliminary scopes of work and costs for determining the economic value of parking spaces were obtained from the consulting firms of Fehr & Peers and Walker Parking. Cost ranges from \$13,500 to \$30,000.¹

The scope includes review of parking inventory and utilization, parking program administration and revenue, and parking pricing recommendations. For maximum validity, the parking utilization inventory should be conducted during the summer months. The master fee study currently in progress will calculate the city's costs of issuing vehicle permits, but not the economic value.

¹ The higher figure represents work that might also support a Coastal application to re-evaluate the lower parking standard of 3/1000 in the downtown district.

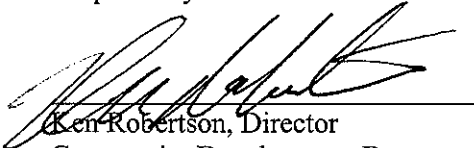
4. Provide names of businesses and number of employee permits issued to each business, as the basis for discussion on whether to prohibit businesses that have required onsite parking from obtaining employee parking permits.

The attached table provides the names of businesses, number of employee permits issued, and whether onsite parking appears to be available based on general knowledge and review of aerial photos. Findings include:

- 85 businesses purchased a total of 184 employee parking permits.
- 19 (22%) purchased more than 2 permits, 10 (12%) purchased more than 3 permits (7 lack onsite parking); 2 purchased more than 10 permits (both lack onsite parking).
- 28 businesses have onsite parking, 47 businesses do not; 10 are undetermined.

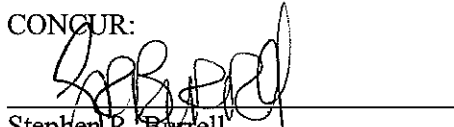
No clear trends are apparent. Businesses purchasing employee permits averaged slightly more than 2 permits each, but less than 12% of businesses purchased more than 3 permits. It is noted that the number of active permits could be artificially high because an employee may be issued a permit for each vehicle driven to work, and the permit count may include employees that left the company and have been replaced.

Respectfully Submitted:


Ken Robertson, Director
Community Development Department


Viki Copeland, Finance Director

CONCUR:


Stephen R. Burrell
City Manager

Attachments

1. City Council Minutes, July 27, 2010
2. List of Businesses Purchasing Employee Permits
3. Preliminary Scopes of Work, Fehr & Peers and Walker Parking
4. Staff Report to City Council, July 27, 2010

The public hearing opened at 7:49 p.m. As no one came forward to address the Council on this item, the public hearing closed at 7:49 p.m.

Action: To approve the staff recommendation to adopt Resolution No. 10-6713, entitled "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA, FINDING THE CITY TO BE IN CONFORMANCE WITH THE CONGESTION MANAGEMENT PROGRAM (CMP) AND ADOPTING THE CMP LOCAL DEVELOPMENT REPORT, IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 65089."

Motion Bobko, second Tucker. The motion carried by a unanimous vote.

6. **MUNICIPAL MATTERS**

- a. **CONSIDERATION OF A PROPOSAL FROM BEACH CITIES TRANSIT TO PARTICIPATE IN FUNDING OPERATION FOR THE ROUTE 109 LINE FOR TWO YEARS ALONG WITH THE CITIES OF EL SEGUNDO, MANHATTAN BEACH AND REDONDO BEACH AT A COST OF \$18,939.57 FROM PROPOSITION A FUNDS.** Memorandum from City Manager Stephen Burrell dated July 20, 2010.

City Manager Burrell presented the staff report recommending a one-year agreement rather than the proposed two-year agreement proposed.

Coming forward to address the Council on this item were:

Gwen Parker – Director of Harbor, Business and Transit for the City of Redondo Beach, responded to Council questions.

Joyce Rooney, Transit Manager for the City of Redondo Beach, also responded to Council questions.

Dency Nelson – Hermosa Beach, spoke about the unreliable schedule and lack of publicity of Route 109.

Action: To approve the staff recommendation to:

- (1) Approve participation for the 2010-11 fiscal year along with the other cities and direct the Mayor to sign the one-year agreement on behalf of the City; and
- (2) Approve expenditure of \$18,939.57 for the 2010-11 Fiscal Year from Proposition A funds.

Motion Fishman, second Tucker. The motion carried by a unanimous vote.

- b. **REVIEW OF OPTIONS FOR AMENDING PREFERENTIAL PARKING PROGRAM.** Memorandum from Community Development Director Ken Robertson dated July 20, 2010.

Community Development Director Robertson presented the staff report and responded to Council questions. City Manager Burrell, Finance Director Copeland and Police Chief Savelli also responded to Council questions

Action: To direct staff to bring back a report offering alternatives for Council consideration regarding City locations and time limits allowed for parking oversized vehicles and other issues related to these larger vehicles, with input from Chief Savelli.

Motion Bobko, second Duclos. The motion carried by a unanimous vote.

Proposed Action: To not issue parking permits to vehicles with out-of-state license plates.

Motion Bobko. The motion was withdrawn by the maker and direction given to staff to come back with a report providing more information on this issue, including consideration of categories of vehicle owners such as students or military personnel.

Action: To determine the cost for staff to measure a driveway and issue a driveway permit for a one-time, not annual, fee for driveway permits.

Motion Bobko, second Tucker. The motion carried by a unanimous vote.

Proposed Action: To charge \$10 for a daily pass for a period of 8:00 a.m. to 5:00 p.m.

Motion Bobko. The motion was tabled by the maker until issues regarding the resident parking passes are decided.

Proposed Action: To direct staff to inquire with a parking consultant to develop a scope of work to provide to the City the value of a parking space.

Motion Bobko, second Fishman. The motion was replaced by a substitute motion.

Proposed Substitute Action: To set the following rates for parking passes:

- (1) For impacted zone residents, \$60 per pass for up to two vehicles;
- (2) For a guest pass, \$60;
- (3) For a third resident pass, \$80;
- (4) For a fourth resident pass, \$100;
- (5) For each additional resident pass, increase price by \$20; and
- (6) Increase rates annually, using the CPI as a guide.

Motion Tucker, second Mayor DiVirgilio. The motion failed, noting the dissenting votes of Bobko, Duclos and Fishman.

The previous motion was then considered again.

Further Action: To direct staff to inquire with a parking consultant to develop a scope of work to provide to the City the value of a parking space.

Motion Bobko, second Fishman. The motion carried, noting the dissenting votes of Tucker and Mayor DiVirgilio.

City Manager Burrell said he would report back on the consultant cost and scope of work, noting that the value of event and daily passes would be analyzed also. Regarding the 194 employee parking passes, he said he would report back with the names of the businesses and how many permits have been issued to each business.

Final Action: To direct staff to agendize a discussion for the Council to consider prohibiting businesses which have required onsite parking from obtaining employee parking permits.

Motion Tucker, second Mayor DiVirgilio. The motion carried by a unanimous vote.

The meeting recessed at 9:33 p.m.

The meeting reconvened at 9:42 p.m.

- c. **RESOLUTION OF INTENTION TO APPROVE AN AMENDMENT TO THE CONTRACT BETWEEN THE BOARD OF ADMINISTRATION OF THE PUBLIC EMPLOYEES' RETIREMENT SYSTEM (CALPERS) AND THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH TO PROVIDE A DIFFERENT LEVEL OF BENEFITS FOR LOCAL MISCELLANEOUS MEMBERS AND LOCAL SAFETY MEMBERS (HIRED AFTER THE EFFECTIVE DATE OF THE AMENDMENT) PURSUANT TO PUBLIC EMPLOYEE RETIREMENT LAW SECTION 20475 AND INTRODUCTION OF AN ORDINANCE AUTHORIZING AMENDMENT OF THE CALPERS CONTRACT.** Memorandum from Finance Director Viki Copeland dated July 20, 2010.

Finance Director Copeland presented the staff report and responded to Council questions.

Coming forward to address the Council on this item was:

George Barks – Hermosa Beach, thanked the Council for establishing two-tier benefits which would save the City a lot of money in years to come.

Action: To approve the staff recommendation to:

- (1) Adopt Resolution No. 10-6712, entitled "**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA, TO APPROVE AN AMENDMENT TO CONTRACT BETWEEN THE BOARD OF ADMINISTRATION CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTEM AND THE CITY COUNCIL CITY OF HERMOSA BEACH, CALIFORNIA**".
- (2) Introduce Ordinance No. 10-1309, entitled "**AN ORDINANCE OF THE CITY OF HERMOSA BEACH AUTHORIZING AN AMENDMENT TO THE CONTRACT BETWEEN THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH AND THE BOARD OF ADMINISTRATION OF THE CALIFORNIA PUBLIC EMPLOYEES RETIREMENT SYSTEM**".

July 20, 2010

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular meeting of
July 27, 2010

**SUBJECT: REVIEW OF OPTIONS FOR AMENDING PREFERENTIAL
PARKING PROGRAM**

Recommendation:

Direct staff regarding whether to (1) amend the Preferential Parking Program with regard to permit pricing, restrictions and/or related program aspects, and (2) if so, to hold a public hearing with notification to all current permit holders and the general public by public notice.

Background:

On April 27, 2010, the Council reviewed the history of and options for amending the Preferential Parking Program and directed staff to return with a refined list of options that may be considered. Comments and questions raised at that meeting included the following:

- Parking is a scarce commodity within the City and pricing should be examined in this light.
- The large number of parking permits that are being purchased, including those purchased by people with adequate onsite parking, indicates that permits may be priced too low.
- A parking management consultant could make recommendations on program structure and pricing.
- People are parking their vehicles on the street and retaining onsite parking for their guests.
- Due to high rents, some addresses may have 3 or 4 roommates sharing the unit.
- The rules for recreational vehicles should be reviewed relative to use of two spaces, length of time parked on the street, and safety.
- Permit prices changes should not be tied to employee MOUs.
- Some people that do not maintain Hermosa Beach as their primary residence may be obtaining vehicle permits.¹

As indicated in the April 27th Staff Report, residents within the preferential parking district may purchase one permit per registered vehicle, plus one guest permit for each legal address. In addition, owners of rental property may also purchase one guest permit per legal rental unit². The table below summarizes permit types and prices.

Types of permits that may be purchased by residents and employees within Preferential Parking District

Permit Types	No. of Permits	Permit Fees
Residents	1 vehicle permit per registered vehicle + 1 guest permit per address.	\$40 resident \$40 guest
Owners of rental property	May also purchase one guest permit per rental unit.	\$40 guest
Driveway Permit	Allows property occupant to park on the street in front of driveway (city wide program)	\$44 one-time fee to occupant
Event Permits	May be used 5 days per year with a maximum of 20 permits each time.	1-5 permits: \$1 per permit 6-20 permits: free
Daily passes	No limit; may be purchased by anyone. Valid from 8 a.m. – 5 p.m.	\$6 per day
Employee Permits	Vehicle permits issued to employees	\$143

¹ The City issues permits for out-of-state licensed vehicles, but does not renew the permit the following year unless licensed in California. Exemptions for military personnel, students and dual residents per the Vehicle Code are allowed.

² In 1983 a resolution was adopted allowing legal owners of rental property to purchase one guest permit for each legally established dwelling unit. This allowed owner to control a guest permit in the event the tenant moves out.

Table 2: Number of permits issued (permit year 2009/10)

Type of Permit	Number	% of Total
Vehicle Permits (resident) (VP)	5180	54%
Guest Permits (GP)	4223	44%
Employee Permits (E)	194	2%
Total	9597	100%

Table 3: Number of vehicle permits issued by address (permit year 2009/10)

No. of Vehicle Permits per Address	No. of Addresses	% of Addresses	Total Vehicle Permits	% of Total Vehicle Permits (5180)
1	1724	56.2%	1724	33.3%
2	856	27.9%	1712	33.1%
3	314	10.2%	942	18.2%
4	118	3.8%	472	9.1%
5	39	1.3%	195	3.8%
6	6	0.2%	36	0.7%
7	10	0.3%	70	1.4%
8	1	0.0%	8	0.2%
9	0	0.0%	0	0.0%
10	1	0.0%	10	0.2%
11	1	0.0%	11	0.2%
Total	3070	100%	5180	100%

Excludes 4223 guest and 194 employee permits

Refined Preferential Parking Program Options:

Three program changes are suggested: an escalating fee structure for vehicle and guest permits, changes to other permit prices, and out-of-state license vehicle restrictions. These proposals take into account Council member discussions, parking congestion, impacts to residents and staff, and the purpose of the program to provide long-term residential parking for people impacted by beach parking while maintaining availability of public parking near the beach.

1. ESCALATING FEE STRUCTURE:

Increasing fees from \$40 to a fee that better represents the value of the permit may encourage people to use onsite parking, store or park vehicles not often used at another location, or reduce the number of cars in their household. *All of the fees "suggested" in this report are for purposes of illustration; the City Council may set the permit fees as they deem appropriate.*

Staff evaluated an 'escalating fee structure' where the fee would increase as the number of permits increases per address. For example, increasing the 1st and 2nd vehicle permit fee and guest permit fee to \$120 may better reflect the value gained by obtaining a permit, but still averages only \$10 per month. Even at the higher end of the scale (\$240) the fee would only be \$20 per month. It is likely that many people purchase a guest permit in lieu of a vehicle permit, so people purchasing three permits would actually pay \$120 per permit.

Representative Escalating Fee Structure proposal, per address:

This example provides an escalating fee, with no maximum on the number of permits per address.

Vehicle permit:

\$120 1st permit

\$120 2nd permit

\$180 3rd permit

\$240 Each additional permit

Guest permit: \$120 (Also applies to guest permit purchased by owner of rental unit.)

It is possible that a substantial fee increase will result in spillover into areas with fewer parking restrictions, especially when the fee increase is initially instituted. However, if the fee increase has the desired effect, more on-street parking should be available and people may find the convenience of parking near their residence overrides the fee increase, especially as they become accustomed to the fee change.

Although the number of people purchasing permits may decrease, it is probable that revenues would rise. The City can evaluate program effects during the first year if it is instituted.

The escalating fee structure, with its incentive to use onsite parking, is consistent with the Coastal policies to ensure beach parking is available.

2. OVERSIZE VEHICLE PROGRAM

Most of the issues with oversize vehicles, such as the view blockage issue, are not related to the parking permit program per se and would require separate study and perhaps an amendment to the municipal code to set restrictions.

Staff does not believe that vehicles that extend into a second space is a frequent problem; however the permit process may be modified in the following manner to address the issue.

Proposal: Information will be provided to permit applicants that makes it clear that the parking permit (both vehicle permits and guest permits) are for one parking space only. Vehicles that add a trailer or vehicles that extend into a second space are required to pay the second meter or be in violation. In that case, they would be issued a citation.

3. OUT-OF-STATE LICENSED VEHICLE PROGRAM:

Council raised a question regarding issuance of permits to people with out-of-state registered vehicles. Occupants must show proof of residency in order to obtain vehicle permits, but vehicles need not be registered in California the first time a permit is issued. When the permit is renewed, a California registration is required. State law requires out-of-state vehicles to be registered within 20 days of establishing residency; California residents have 10 days to change their vehicle address, but the Department of Motor Vehicles does not issue a new registration reflecting the change. The city's current program does not affect any State requirements relative to change of registration, and staff does not believe any change to the program is needed.

4. DRIVEWAY PERMITS:

Currently, 512 driveway permits have been issued within the preferential parking district, allowing the occupants of a property to park in front of the driveway for a one-time fee of \$44. The program has been in effect since 1984. Due to the one-time fee it is unknown how many of these permits are still being used. The Council should consider an annually renewable permit. The fee should be no higher than the vehicle parking permit fee to encourage people to obtain these permits rather than vehicle permits.

Driveway Permit proposal:

Change the driveway permit to an annually renewable permit, such as \$60, to incentivize occupants to use this space. Notify all driveway permit holders of this change and advertise the program citywide.

5. EVENT PERMITS:

Event permits may be purchased by permit holders five times per year, with a maximum of 20 permits purchased each time; permits 1-5 are \$1 each, and permits 6-20 are free. This allows 100 permits with a total revenue of \$25 to be purchased per address. There were 5,888 event permits issued in FY 2009/10. Since the fee is low or zero, in some cases people may be obtaining more permits than needed for their guests. This represents a loss in potential revenues. An increase in the fee would continue to provide relief from metered rates and the need to monitor and feed the meter throughout the day.

Event Permit proposal:

Increase the event permit to \$3 each for event permits 1-5, and \$5 each for permits 6-20.

6. DAILY PASSES:

An unlimited number of daily passes may be issued. The \$6.00 fee allows parking from 8:00 a.m. to 5:00 p.m. for a flat rate. Since enforcement now begins at 10:00 a.m., the metered rate for this timeframe would be \$8.75.. Increasing the daily pass to or near the meter rates would still confer a benefit by eliminating the need to monitor and feed the meter throughout the day.

Daily Pass proposal:

Increase the daily pass fee to \$8.00.

7. PERMIT FEES GENERALLY

The Council suggested that parking fees should not be tied to the Memoranda of Understanding between the City and its collective bargaining groups. The City's Master Fee Resolution allows city fees (including for parking permits) to be administratively adjusted annually based on the average negotiated changes in salaries/benefits contained in the Memoranda of Understanding between the City and its collective bargaining groups for each current fiscal year. The reason this method was chosen over the general CPI is because salaries/benefits comprise 70% of city costs; therefore this method better reflects the annual increase to city costs.

Since the City has already budgeted funds to do a new user fee study, this methodology can be reassessed at that time.

There is no requirement that people purchase parking permits. The fees proposed continue to be extremely low compared to the cost of metered parking, and provide relief from time restrictions imposed within the preferential parking district. The suggested fees also incentivize use of onsite parking when available and move in the direction of pricing as a reflection of demand.

Fiscal Impact:

The preferential parking program generates revenues based on number of permits and fee schedule. Revenue for FY 2009/10 is presented below:

Permit type	Actual Revenue (FY 2009/10)
Annual parking permits (vehicle, guest, employee)	\$401,071
Event Permits	\$2,272
Daily passes	\$960
Driveway Permit	\$1,192
Total	\$ 405,495

Revenues from 9,597 vehicle and guest permits sold in Permit Year 2009/10 (\$40) was \$383,880. Only 3,199 vehicle and guest permits (at \$120) would need to be sold to generate the same revenues. Thus, the number of permits purchased would need to be reduced by more than 2/3 to create a net loss of revenues.

Summary:

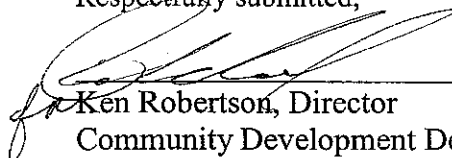
The recommendation to increase fees in this report seeks to price parking more in line with its actual value, while remaining far below the cost of metered parking and providing convenience for property owners in the impacts area. As stated earlier, the proposals below are for purposes of illustration; the City Council may set the parking fees as they deem appropriate, subject to any required review by the Coastal Commission.

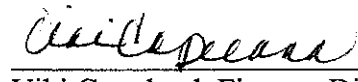
Permit Types	No. of Permits	ADOPTED-Permit Fees	PROPOSALS-Permit Fees
Residents	1 vehicle permit per registered vehicle + 1 guest permit per address.	\$40 resident \$40 guest	\$120 1 st resident \$120 2 nd resident \$180 3 rd resident \$240 each additional resident, or any oversize vehicle \$120 guest
Owners of rental property	May also purchase one guest permit per rental unit.	\$40 guest	\$120 guest
Driveway Permit	Allows property occupant to park on the street in front of driveway (city wide program)	\$44 one-time fee to occupant	\$60 annual fee to occupant
Event Permits	May be used 5 days per year with a maximum of 20 permits each time.	1-5 permits: \$1 per permit 6-20 permits: free	1-5 permits: \$3 per permit 6-20 permits: \$5 each
Daily passes	No limit; may be purchased by anyone. Valid from 8 a.m. – 5 p.m.	\$6 per day	\$10 per day
Employee Permits	Vehicle permits issued to employees	\$143	\$143

Other Options:

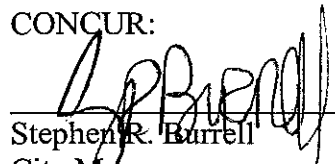
1. Leave the permit program as is.
2. Make modifications to the program other than those outlined in this report.

Respectfully submitted,


Ken Robertson, Director
Community Development Department


Viki Copeland, Finance Director

CONCUR:


Stephen R. Burrell
City Manager

Attachments

1. City Council Minutes, April 27, 2010
2. Staff Report, April 27, 2010

FAB95\FINANCE1\Parking Permit CC 7-27-2010.doc

- (2) Approve the installation of decorative sidewalk pavers without the pervious base;
 - (3) Delay installation of crosswalk concrete pavers and reconsider at a later time;
 - (4) Deny the 16-day extension requested by Pima Corporation and ask them to incorporate the installation of the sidewalk pavers into their work schedule; and
 - (5) Authorize the Director of Public Works to make changes as necessary within the project budget.
- Motion Tucker, second Bobko. The motion carried by a unanimous vote.

c. **REVIEW OF OPTIONS FOR AMENDING PREFERENTIAL PARKING PROGRAM.** Memorandum from Community Development Director Ken Robertson dated April 22, 2010.

Community Development Director Robertson presented the oral report and responded to Council questions. City Manager Burrell and Finance Director Copeland also responded to Council questions.

Action: To direct staff to bring back in July a more focused report, incorporating Councilmembers' suggestions, for further discussion. Motion Bobko, second Tucker. The motion carried by a unanimous vote.

d. **FUNDING OPTIONS FOR STREET IMPROVEMENTS.** Memorandum from Public Works Director Richard Morgan dated April 19, 2010.

Action: Because of the lateness of the evening, Council consensus was to continue this item to the next Council meeting on May 11, 2010.

e. **REPORT REGARDING TRASH ENCLOSURES IN LOT A & B WITH USERS COVERING ALL COSTS.** Memorandum from Public Works Director Richard Morgan dated April 20, 2010.

Public Works Director Morgan presented the staff report and responded to Council questions. City Manager Burrell also responded to Council questions.

Coming forward to address the Council on this item was:

Jim Lissner – Hermosa Beach, supported the businesses using this trash area paying for these improvements.

Action: To receive and file the Lot A & B trash enclosures report and direct staff to meet with the Plaza business owners to seek their input and bring back a detailed plan to develop the trash area in a more sanitary manner with costs borne by the businesses that use this area.

Motion Tucker, second Fishman. The motion carried by a unanimous vote.

April 22, 2010

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular meeting of
April 27, 2010

**SUBJECT: REVIEW OF OPTIONS FOR AMENDING PREFERENTIAL
PARKING PROGRAM**

Recommendation:

Direct staff as to whether to amend the preferential parking program with regard to permit pricing, restrictions and related program aspects, and if so, to hold a public hearing with notification to all current permit holders and the general public.

Background:

On October 13, 2009, the Council directed staff to return with a report indicating the total number of parking spaces in the preferential parking area, provide suggestions for determining the number of parking spaces on each property, and provide a history of the current program. Concerns expressed by two residents to the Council focused on parking congestion due to readily and affordable access to parking permits within the preferential parking area and their use by recreational vehicles.

Staff is seeking direction regarding whether the Council desires to consider amending the preferential parking program. If so, staff recommends holding a public hearing with notification to all current permit holders.

History:

The preferential parking program operates under Coastal Development Permit No. 5-82-251 issued in 1982, and as amended. It provides a permit parking zone (Attachment 1) for long-term residential parking for persons living near the beach and impacted by beach parking, while maintaining availability of public parking near the beach and free remote parking. The reasons for establishing the program are more fully explained in Attachment 3.

The Coastal Development Permit requires the City to maintain a minimum of 1,100 metered parking spaces within 2 blocks of the beach (yellow meters) that allow parking for no less than 6 hours. The current rate is \$1.25 per hour. As a condition of the Preferential Parking Program, the city must provide at least 396 weekend/holiday and 320 weekday free long-term (6-12 hr.) remote public parking spaces as indicated in Attachment 4 during the hours of enforcement of the preferential parking (10 a.m.-12 midnight) on city streets and in city owned lots within 8 blocks of the beach.

Preferential parking program permits and fees:

Within the preferential parking district, residents and employees may purchase permits to park at 12-hour yellow meters (1204 meters¹) or in one-hour zones within residential areas.² Residents within the district

¹ Community Services indicates 1204 yellow post parking meters are the primary preferential parking meter spaces. These parking meters comprise the majority of the spaces along Hermosa Avenue (including the island) and a large section of the residential area that borders Hermosa Avenue to the west, Monterey to the east, Herondo to the south, and 10th Street to the north. The yellow post preferential meter continue through the north end from 14th Street to the city limits at Neptune from the unit block through the 100 blocks. The only street on the north end without preferential parking meters is the 100 block of 19th Street (possibly due to steepness of the grade).

² Vehicles are prohibited from parking on the public street for more than 72 hours in the same space per H.B.M.C. Sections 10.12.150(K) and 10.32.120, and California Vehicle Code Section 22651(K).

may purchase one permit for each vehicle registered to them, plus one guest permit for each legal address (\$40 each), regardless whether off-street parking is available at the address. In addition, owners of rental property may purchase one guest permit per rental unit, to provide the owner control of the permit should the tenant move during the permit year. Over the life of the program, the vehicle and guest permit fee has been increased from \$10 in 1982, to \$40 on September 1, 2008. Employees within the area may purchase one employee permit per year (\$143); the price of these permits was increased from \$66 in May 2007. The price of parking permits changes in relation to the average negotiated changes in salaries/benefits contained in the Memoranda of Understanding between the City and its collective bargaining groups for the current fiscal year.

Permit holders may also purchase event parking permits five times per year for up to 20 vehicles, at \$1 per permit for 1-5 permits, while permits 6-20 are free. Visitors may also purchase daily passes for \$6 to park from 8:00 a.m. to 5:00 p.m. at yellow meters and in one-hour zones. A \$44 driveway parking permit issued one-time to the occupant may also be obtained allowing residents to park on the public street in front of their own driveway.

Table 1: Type of permits that may be purchased by residents within Preferential Parking District

Permit Types	No. of Permits	Permit Fees
Residents	1 vehicle permit per registered vehicle + 1 guest permit per address.	\$40 resident \$40 guest
Owners of rental property	May also purchase one guest permit per rental unit.	
Driveway Permit	Allows property occupant to park on the street in front of their driveway	\$44 one-time fee to occupant
Event Permits	May be used 5 days per year with a maximum of 20 permits each time.	1-5 permits: \$1 per permit 6-20 permits: free
Daily passes	No limit	\$6 per day

Number of permits issued, parking spaces and revenues:

In permit year 2009/10 over 9,500 preferential parking permits were issued: 54% were vehicle permits and 44% were guest permits.

Table 2: Number of permits issued

Type of Permit	Number	% of Total
Vehicle Permits (resident) (VP)	5180	54%
Guest Permits (GP)	4223	44%
Employee Permits (E)	194	2%
Total	9597	100%

As of April 2010, there were 2,481 parking spaces within the preferential parking district as shown in Table 3. The degree to which guest permits are used primarily by the occupants of a residence is unknown, since guest permits are comparable to vehicle permits in terms of time and location of their use.

² Vehicles are prohibited from parking on the public street for more than 72 hours in the same space per H.B.M.C. Sections 10.12.150(K) and 10.32.120, and California Vehicle Code Section 22651(K).

Table 3: Number of parking spaces within preferential parking district

Type of space	No. of spaces
12-hour yellow meters	1204
On-street one-hour zones	1277*
Total	2481

On-street one-hour spaces counted by Public Works staff, April 2010

* Includes 3 disabled spaces.

Table 4: FY 2009/10 Estimated preferential parking revenues

Permit type	Revenue
Annual parking permits (vehicle, guest, employee)	394,000
Event Permits	2,000
Daily passes	1,500
Driveway Permits	860
Total	398,360

Relationship of number of permits issued to addresses:

Table 5 shows that 5,180 'vehicle permits' were issued to 3,070 addresses during the permit year 2009/10. This table does not include 4,223 guest and 194 employee permits. Some addresses with a significant number of permits contain multi-family units. Of note:

- 1724 addresses were issued 1 vehicle permit (33% of vehicle permits issued).
- 856 addresses were issued 2 vehicle permits (33% of total vehicle permits issued).
- 490 addresses were issued 3 or more vehicle permits (1744 vehicle permits, 34% of total permits).

Table 5: Number of vehicle permits issued by address

No. of Vehicle Permits per Address	No. of Addresses	Total Vehicle Permits	% of Total Vehicle Permits (5180)
1	1724	1724	33.3%
2	856	1712	33.1%
3	314	942	18.2%
4	118	472	9.1%
5	39	195	3.8%
6	6	36	0.7%
7	10	70	1.4%
8	1	8	0.2%
9	0	0	0.0%
10	1	10	0.2%
11	1	11	0.2%
Total	3070	5180	100%

Excludes 4223 guest and 194 employee permits

Based on the above figures, restricting each address (3,070 addresses) to one vehicle permit would result in 2,110 fewer vehicle permits, a 41% reduction in vehicle permits (\$84,400 reduction in revenue). Overall, the total number of permits issued (9,597 permits) would be reduced by about 22%. Restricting addresses that purchased more than two vehicle permits (490 addresses) to two vehicle permits would

result in 764 fewer vehicle permits, a 15% reduction in vehicle permits (\$59,100 reduction in revenue).³ These scenarios assume the number of guest permits remains constant.

Relationship of off-street parking spaces to number of permits issued:

The correspondence from two residents to the City Council on October 13th suggested that parking would be less congested if onsite parking was utilized. Staff conducted a sample survey as indicated in Table 6, finding no clear relationship between off-street spaces and number of permits purchased. For single-family units, two permits is the most prevalent number purchased regardless of number of off-street parking spaces. In performing the survey, staff did not attempt to determine whether garages were being used for parking or for other purposes.

As older housing units are redeveloped with the required three parking spaces, it is possible that the need for on-street parking may decrease. Restricting the number of permits based on off-street parking would require the Community Development Department to conduct a field inspection of each address when a permit is requested. Such a program could be burdensome and cause delays in issuing parking permits. Workload could decrease in future years as parking is determined for various addresses.

Table 6: Comparison of off-street parking with vehicle permits purchased

(Sample survey of 63 addresses: 39 single-family, 15 duplex/triplex, 9 multi-family)

Off-street spaces per address	Vehicle permits per address (sfr= single family residence)
0	2 sfr - 2 permits each 5-unit apt - 3 permits
1	2 sfr -2 permits each 1 sfr - 4 permits
2	10 sfr - 2 permits each 6 sfr - 3 permits each 3 sfr -4 permits each 1 sfr - 5 permits 7 duplexes -2 permits each
3	3 sfr -2 permits each 1 sfr -3 permits 2 sfr -4 permits each 1 duplex- 2 permits 1 duplex- 4 permits 1 triplex- 2 permits

Off-street spaces per address	Vehicle permits per address (sfr= single family residence)
4	1 sfr -1 permits 3 sfr -2 permits each 1 sfr -4 permits 1 sfr -5 permits 1 duplex- 2 permits 1 duplex- 3 permits 1 duplex- 4 permits 4-unit apt - 4 permits
5	2 sfr - 2 permits each 1 duplex - 2 permits 4-unit apt - 2 permits 5-unit apt - 4 permits
6	1 duplex - 2 permits 4-unit apt - 3 permits
7	4-unit apt - 2 permits
10	5-unit apt - 7 permits
11	5-unit apt - 2 permits
12	5-unit apt - 4 permits

Parking programs of other cities:

Preferential parking programs for several other beach cities are compared in Table 7. In terms of limiting impacts of the program on parking availability, Laguna Beach is most restrictive, allowing a maximum of two permits per residence at \$200 per permit. Long Beach allows a maximum of three resident permits, and charges a higher fee for a 3rd permit or guest permit than for the 1st and 2nd permits.

³ 5180 vehicle permits were sold. Restricting each address that purchased more than two vehicle permits (490 addresses) to two vehicle permits (980 vehicle permits) would result in 3560 vehicle permits sold (1724+1712+980). 5180 -4416 = 764 fewer vehicle permits sold.

Table 7: Comparison of preferential parking programs

City	No. and Type of Permits	Permit Fees
Hermosa Beach	1 resident (vehicle) permit per registered vehicle + 1 guest permit per address	\$40 resident \$40 guest
Long Beach	3 resident permits + 1 guest permit per household	\$16 for 1 st /2nd permit \$32 for 3 rd permit/ \$32 guest
Santa Monica	1 resident permit per registered vehicle + 2 guest permits per residence	\$15 resident/ \$15 guest
Seal Beach	1 resident permit per registered vehicle + 2 guest permits per residence	\$10 resident/ \$14 guest
Laguna Beach	2 permits per residence	\$200 per permit

Preferential Parking Program Options:

The impetus for Council's discussion of this issue was concerns expressed by two residents relating to parking congestion due to readily and affordable access to parking permits within the preferential parking area and their use by recreational vehicles. The preferential parking program, intended to provide persons living in impacted areas near the beach opportunities to find adequate parking near their residence, has existed in essentially its current format for over 25 years, and any changes will have both positive and negative impacts to on-street parking and residents. As an aside, measures that constrict parking have been shown to be effective in getting people to choose other modes of travel that are more sustainable.

Staff has summarized various options in Table 8; many of these options can be combined. Unless significant changes to the program are made, any single or combination of measures is likely to have only modest effects on reducing on-street congestion.

Substantially higher fees or a cap on number of permits may cause some people to use onsite spaces if available and free up spaces on the street. These options may disproportionately affect people without onsite parking, instances where multiple people at one address each have one vehicle, or typically renters with lower incomes.

Restricting the total number of permits may free up on-street spaces, but would be less convenient and more costly for residents who lack onsite parking.

Restricting the number of permits based on onsite parking availability is viewed by staff as overly burdensome, requiring the Community Development Department to conduct a field inspection and make interpretations regarding garage and uncovered parking for each address when a permit is requested, and causing delays for parking permit applicants. People with driveways serving two car garages also have the option to obtain a permit to park on the street in front of their driveway.

Other options include creating several preferential parking zones, and restricting parking to the zone closest to the residence to prevent people from using the parking permit to park downtown, for purely entertainment reasons for example. Restricting preferential parking at yellow meter spaces to less than 72 hours would be less convenient but increase space turnover.

Regarding parking of recreational vehicles, the Police Department recommends amending the parking program by stating a restriction of one space per permit, and banning the parking of oversize vehicles or restricting where they can park. Oversize vehicles consume two spaces, impede sight distance, and may impede flow of traffic when not well-parked.

Table 8: Selected Preferential Parking Options

Permit Fee and Number		
1	Adopt a progressive fee structure	<ul style="list-style-type: none"> Continue to allow one space per registered vehicle, but significantly increase price of each additional vehicle permit (such as \$40-1st permit, \$80- 2nd permit, \$160- 3rd permit, etc.) Potential revenue enhancer to offset cost of signs, meters and parking program (including bike racks). Incentivize use of onsite parking if available. Allow a verified low-income household fee adjustment if a progressive fee is adopted.
2	Increase fees	<ul style="list-style-type: none"> Continue to allow one space per registered vehicle, but increase permit fees. Unless price increase is significant, this increase will not incentivize use onsite parking or use of other options. Potential revenue enhancer to offset cost of signs, meters and parking program (including bike racks).
3	Restrict number of permits per address	<ul style="list-style-type: none"> Limit the number of permits per address, such as 1 or 2 vehicle permits and 1 guest permit. 1724 residences purchased 1 vehicle permit, 856 purchased 2 vehicle permits, and 490 purchased 3 or more vehicle permits. Incentivize use of onsite parking if available.
4	Restrict number of permits based on onsite parking	<ul style="list-style-type: none"> Limit number of permits per address to 1 vehicle permit (+ 1 guest permit); additional permits are reduced by the number of onsite spaces. Examples: # 1-- address with a 2-car garage and 4 registered vehicles: may purchase 2 permits (+1 guest permit). # 2 -- address with no onsite spaces and 3 registered vehicles: may purchase 3 permits (+1 guest permit). #3 -- address with a 1-car garage and 2 registered vehicles: may purchase 1 permit (+1 guest permit). Incentivize use of onsite parking if available. This option will involve considerable staff time and cause delays for permit applicants. The Community Development Department would conduct a field inspection to verify the number of existing spaces at each address where more than 1 vehicle permit (+1 guest permit) is requested. Allow additional permit for verified disability hardship if onsite parking is not available.
Other		
5	Create several preferential parking zones and restrict parking to closest zone	<ul style="list-style-type: none"> Consider 2 or 3 zones. Requires people to park in their assigned zone.
6	Restrict program relating to oversized vehicles (one parking space per permit, no oversize vehicles)	<ul style="list-style-type: none"> The Police Department recommends amending the parking program by (a) stating a restriction of one space per permit, and (b) banning the parking of oversize vehicles or restricting where they can park. Oversize vehicles consume two spaces but only pay for one, impede sight distance, and may impede flow of traffic when not well-parked.
7	Restrict preferential parking at yellow meter spaces to less than 72 hours	<ul style="list-style-type: none"> Increase space turnover. Incentivize people to use onsite parking if available, or find alternative parking.

Fiscal Impact:

As noted above, the preferential parking program generates revenues based on number of permits and fee schedule. Projections for 2009/10 are as follows:

Permit type	Revenue
Annual parking permits (vehicle, guest, employee)	394,000
Event Permits	2,000
Visitor passes	1,500
Driveway Permit	860
Total	398,360

Revenue increases associated with options 1-3 would depend on the specific program amendments. A significant price increase may result in fewer permits. Conversely, revenues from metered spaces and tickets at metered and unmetered spaces (minimum \$50 per ticket) could, to an unknown degree, offset reduced program revenues. Option 4 would increase staff costs to conduct field investigations to verify and track number of onsite parking spaces. Arguably, options 5-7 would have limited impact on revenues or costs.

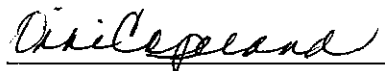
Summary:

The preferential parking program remains essentially the same since its inception in 1982. Various options are presented to address parking congestion and use of recreational vehicles. While restrictions on number of permits issued (options 3 and 4) may reduce revenues from the parking program, revenues from metered parking and ticketing at metered and unmetered space could, to an unknown degree, offset reduced program revenues. Staff believes changes to address parking of recreational vehicles (option 6) are warranted at this time. Conversely, option 4 is likely to be burdensome for staff and residents desiring to purchase permits.

Any change to the program will likely generate a lot of reaction and testimony from residents in the district, and should only be implemented after a fully noticed public hearing, potentially warranting a special meeting.

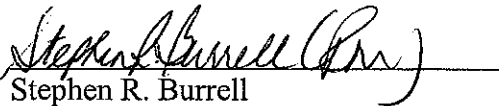


Ken Robertson, Director
Community Development Department



Viki Copeland, Finance Director

CONCUR:



Stephen R. Burrell
City Manager

Attachments

1. Preferential Parking District Map
2. City Council Minutes, October 13, 2009, Item 6B
3. Excerpts, City Council Resolution 82-4524
4. Coastal Development Permit indicating location of free parking

OCTOBER 13, 2009 CITY COUNCIL MEETING MINUTES, EXCERPT

MINUTES OF THE REGULAR MEETING OF THE CITY COUNCIL of the City of Hermosa Beach, California, held on Tuesday, October 13, 2009, at the hour of 6:34 p.m.

ROLL CALL:

Present: Keegan, Reviczky, Tucker, Mayor Bobko

Absent: DiVirgilio

- 6b. REVIEW OF PREFERENTIAL PARKING PROGRAM.** Memorandum from City Manager Stephen Burrell dated October 8, 2009.

City Manager Burrell presented the staff report and responded to Council questions.

Coming forward to address the Council on this item were:

Jerry Gross – Hermosa Beach, said the program is being legally abused by everyone in the impacted area; suggested that passes be sold only for the number of cars that won't fit on a resident's property; said the cost should be increased from \$35 to \$200 for both resident and guest passes; suggested conversion of some of the yellow meters on Hermosa Avenue to permit parking; said whatever could be done to reduce permits and increase permit parking spaces would help the situation; and

Greg Maffei – Hermosa Beach, said he lived in the impacted area and said he was lucky to look for 30 minutes to find a space four blocks from his house and it was especially difficult since he has young children; said during the day in the summer, he tried not to move his car at all; felt the low cost of parking passes was contributing to the problem; said he would be happy to help, maybe verifying how many cars and on-property parking spaces residents had.

Action: To direct staff to return with a report indicating the total number of parking spaces in the impacted area, provide suggestions for determining how many parking spaces on each property and provide a history of the current program.

Motion Mayor Bobko, second Reviczky. The motion carried, noting the absence of DiVirgilio.

The meeting recessed at 8:51 p.m.

The meeting reconvened at 9:03, with item 6(d).

Attachment 3
Postcard Notice Mailed to Permit Holders

!!! IMPORTANT NOTICE !!!

WHAT: The Hermosa Beach City Council will consider changes to the Preferential Parking program:

1. Increase the resident parking permit fee from \$40 to: \$100 for the first permit, \$100 for the second permit, \$200 for the third permit, \$300 for each additional permit, and \$300 for each guest pass.
2. Vehicles with out-of-state registration will not be issued parking permits, unless the vehicle owner is a student or in the military.
3. Increase driveway permit fee from \$44 to \$54 to park on the street in front of the owner's driveway (one-time fee; does not affect current permit holders).
4. Increase the fee for daily passes from \$6 to \$10 each from 8:00 a.m. to 5:00 p.m.
5. Employee permit fees (currently \$143) may also be discussed.

WHEN: 7:30 p.m., Tuesday, January 11, 2011

WHERE: City Council Chambers, 1315 Valley Drive, Hermosa Beach

The City Council encourages your participation. You may comment to the City Council by email to: parking@hermosabch.org. Please contact Community Development Department with any questions at (310) 318-0242.

Attachment 4

parking

From: Jerry Gross [playapapa@mac.com]
Sent: Wednesday, January 05, 2011 5:08 PM
To: parking
Cc: Kit Bobko; Greg & Tracy Maffei & Family
Subject: Comments for parking Public Hearing 1/11/11

Dear City Council members:

Since I will be out of the country next week for the parking Public Hearing, I thought I would send you a quick note to get my two cents in.....afterall, I pretty much started this whole thing!

Parking in the so-called impacted area (west of Loma and south of 8th street) has reached a crisis point. On most nights after 6:00 pm and on weekends (especially during the summer), it is often impossible to find a convenient parking spot. Residents who require street parking frequently have to waste time and gas driving in circles or resort to parking illegally and risking a ticket. In basic economic terms, demand for street parking far exceeds the supply of available spaces. Since there is not much we can do about the supply, we need to find ways to attack the demand.

Currently, it is legitimate for property owners in the impacted area to get one window permit for each vehicle registered to the property plus one guest permit for each property. Given the relatively low cost for these permits (\$40), many property owners (including myself) get as many permits as they are eligible for. This easy access to permits has unfortunately allowed property owners to convert their garages to workshops, play spaces, and illegal apartments. It also allows property owners to park on the street during busy periods to reserve garage spaces for their guests. This doesn't sound that egregious except that residents who need these spaces often cannot get them. It is a clear case of "gaming the system." It doesn't violate the letter of the law but it clearly violates the spirit and ultimately it artificially increases demand.

I do not believe that raising the permit prices alone will solve the problem. However, I do think it is a logical first step and will make people who don't actually NEED the permits to think twice about getting them. In other words, it might help reduce demand. I think it is critically important for members of the community to understand that the Council is not increasing fees to increase revenue. Rather it is increasing fees to try to instigate a change in behavior. There are those who may argue that \$300 for a guest permit is steep.

But \$300 for the right to park close to the beach 24/7/365 is truly a bargain! If you don't agree then let your guests find and pay for their own parking! Similarly, \$100 for the right for residents to park on the street in this neighborhood for an entire year is a bargain!

In the long-term, we need to find other ways to reduce demand. One way to do this is to not allow residents who have legal off-street spaces to get permits for the vehicles that should be parked in them. In other words, if you have two legal garage spaces, then you should not be

allowed permits for the first two vehicles registered to the property. This will require time and money on the front-end to verify the number of legal off-street spaces on each property in the impacted area. However, after the initial expense, this will reduce the number of permits issued and permanently reduce demand. (This in turn poses a problem for reduced revenue for the city which will be compensated for by the increase in cost per permit.)

As far as employee parking, I do not see any reason whatsoever that local business employees need permits to park in the impacted area. The area is almost exclusively residential. Why not put a program in place to encourage local employees to park in the city lots or city parking structure? (Or simply make it a different type of permit.) These facilities are typically under-utilized during normal business hours. Evening employees of downtown bars and restaurants should prefer to be close to downtown anyway. This will have the desired effect of further reducing demand in the impacted area.

On a separate but related note, the Council's plan to allow RV's to continue to park in the impacted area as long as they have one permit for each parking space they use is ludicrous! RV's should simply not be allowed to park on the street in this area. Period. They are dangerous (block pedestrian and driver sightlines), unsightly, take up valuable overnight parking spots needed by residents, and simply do not belong here. They belong in appropriate long-term parking areas or on private property.

I look forward to hearing the results of the Public Hearing.

My best,
Jerry

Jerry Gross
442 Bayview Drive

parking

From: Sharon Strauss [sharonstrauss@me.com]

Sent: Tuesday, January 04, 2011 1:15 PM

To: parking

Subject: Raising Parking Permit Costs

I received the notice today about the meeting on 1/11, and unfortunately I'm unable to attend. However, I would like to state my opinion on the increase.

I have no issue with an increase in the fee, however increasing the rate for the primary pass to 150% of the current cost is outrageous. You can set an incremental annual increase to eventually get you to where you'd like the city to be, but to just increase the amount immediately does not make any sense. I suggest that you do a \$5 or \$10 cost increase annually, giving people the opportunity to get used to these increases and allowing the city to generate additional revenue.

I hope that you'll listen to the options of the citizens of Hermosa with regards to this matter.

Thank you,

Sharon Strauss

parking

From: Ron Felsing [ronfelsing@hotmail.com]
Sent: Tuesday, January 04, 2011 1:50 PM
To: parking
Subject: Parking Permits

- 1) Who's idea is this?
- 2) What are the increases for?

If for General Funds, instead cut city salaries by 10-15% like private enterprises do, increase the bed tax, charge those with property encroachments a yearly usage fee, add a license fee for commercial trucks which tear-up the city's streets.

ABSURD TO BE CHARGED TO PARK ON THE PUBLIC STREETS IN WHICH TAX DOLLARS SUPPORT.

LEAVE THE PERMITS AT \$40 for the 1st two, increase it to \$300 for 3rd and additional permits for the "abusers".

parking

From: Carol Browne [hermosacmb@peoplepc.com]

Sent: Tuesday, January 04, 2011 2:11 PM

To: parking

Subject: comment on new proposed rates

I live on 26th Street, and parking from May to Sept is for one hour only during the day. That is why I have a resident permit and a guest pass. Now you are entertaining a rate increase from \$40 to \$100 for resident (more than 100%) and guest pass cost of \$300. This is not acceptable....

Carol Browne
310-372-3174

parking

From: kazshinzato@aol.com

Sent: Tuesday, January 04, 2011 2:31 PM

To: parking

Subject: Preferential Parking Program

I strongly opposed the proposed outrageous increases for the resident parking permit fees. It is not right for the city to gouge its residents with outlandish increases for residential parking fees as proposed. A 5% - 10% increase is reasonable.

Sincerely,
Kaz Shinzato
419 Manhattan Ave

01/04/2011

parking

From: Jimmy Cohn [jimmycoh@gmail.com]
Sent: Tuesday, January 04, 2011 4:12 PM
To: parking
Subject: Fwd: parking

----- Forwarded message -----

From: **Jimmy Cohn** <jimmycoh@gmail.com>
Date: Tue, Jan 4, 2011 at 2:49 PM
Subject: parking
To: psrking@hermosabch.org

I just got my notice for your public hearing on raising permit prices..that is insane!! I am a renter and not some wealthy homeowner..

I will for sure move if this passes..why hurt the little guy??the first permit should not be raised..people needing more than one pass should pay more..

I bet the person who thought this up is wealthy and has a driveway..this is a bad idea.you will drive renters out..these are the people that go out and spend in bars and eateries..I will go to manhattan beach or redondo to rent and go out and spend my money..this leaves a bad taste in my mouth

parking

From: todd barton [barton41@hotmail.com]

Sent: Tuesday, January 04, 2011 4:27 PM

To: parking

Subject: parking program

This proposal is outrageous.

If we want to save \$, lets digitize the entire parking process.

We need to lower our overhead.

see you on the 11th

Best regards,

Todd Barton
310-721-0654

parking

From: Randy Balik [randybalik@yahoo.com]
Sent: Tuesday, January 04, 2011 4:32 PM
To: parking
Cc: Noelle Leonard
Subject: comment about possible increase in parking permit fees

To whom it may concern,

My fiancé, Noelle Leonard, and I would like to comment about the proposed changes to raise Hermosa Beach parking permit fees. We will not be able to attend the January 11th meeting, so we request that this email be included in the record of responses and comments.

Frankly speaking, we think that this fee hike is absolutely ridiculous – I was actually dumbfounded when I read the notification card that come in the mail. We are homeowners here and pay sizeable property tax – this enormous increase is essentially a property tax hike, as we have no choice but to purchase parking passes and pay whatever fee that is established by you. But understand, we consider it our right as tax-paying homeowners to pay a reasonable price for a parking pass, and \$40 is reasonable (having lived in Hermosa Beach for my entire adult life, I've watched the price steadily creep upwards and I actually think \$40 is a bit expensive, but it's acceptable).

It's one thing to raise fees a small amount, but to raise them this much is financially painful, to say the least. You are talking about increasing our fees from approx. \$120 to \$500....that's 416% in one year!!!! That just doesn't happen in normal life. And for us to have to pay \$300 for a guest parking pass which we only use sparingly, it'll be cheaper to feed a meter with quarters. In fact, it may be cheaper for us to do that anyway, so you may end up actually losing revenue from us if you choose to pursue this course.

We urge you to find other ways to increase the revenue base, as this is the only possible explanation for such an outrageous fee hike. If this fee hike is passed, Noelle and I will find ways to not spend money in our own town as both a means of offsetting money spent on parking passes and as a way of ensuring we make our own negative impact on City of Hermosa Beach tax revenue, and I'd bet others will do the same. Maybe you should have used some of that improvement money for Pier Avenue on more important city business, rather than unduly putting the revenue burden on the backs of local homeowners and residents.

Respectfully,

Randy Balik and Noelle Leonard
 904 Manhattan Avenue
 Hermosa Beach, CA 90254

Randy Balik
 (310) 341-5004 mobile
randybalik@yahoo.com

parking

From: Jesse Stumpf [ajstumpfjr@verizon.net]

Sent: Tuesday, January 04, 2011 4:35 PM

To: parking

Subject: preferentila Parking Program

YOU DO NOT HAVE THE CORRECT EMAIL ADDRESS ON THIS YELLOW NOTICE
FOR 01/11/2011

The City Council should vote against the parking permit fee increases. The increase is wrong; \$300 for a guest pass. Increases of \$100.00-\$300.00 are not right.

VOTE AGAINST THE INCREASES!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Jesse Stumpf
Nadine Reimers Stumpf
2427 Silverstrand Ave.
Hermosa Beach

parking

From: Gloria Smith [gloriagolf@gmail.com]
Sent: Tuesday, January 04, 2011 4:57 PM
To: parking
Subject: Fwd: parking permit fee

----- Forwarded message -----

From: **Gloria Smith** <gloriagolf@gmail.com>
Date: Tue, Jan 4, 2011 at 4:51 PM
Subject: parking permit fee
To: parking@hermosabch.org

How can you even consider raising residents parking fees? I am a 52 year resident and this is an outrage. Raise the permits and any other fees you can on the plaza, thats where all the problems come from. The bars should be paying for all of the additional service needed to control the disgusting crowds that make Hermosa a public toilet.

I will make sure all of my neighbors are there

parking

From: J Klepper [jklepper@gmail.com]
Sent: Tuesday, January 04, 2011 3:50 PM
To: parking
Subject: SHOCKED

Wow. I just received the mailer from City of Hermosa beach declaring a MASSIVE increase in parking fees. Raising a resident permit parking fee from \$40 to \$100 is a 250% increase in one year. I am guessing (or should I say, hoping) most of City Council is aware of this basic math. With inflation rate at 1.14% currently, it is appalling that you would request such an increase. Please be reasonable with your residents, we are not stupid- over 67% of us have a college degree and 25% a graduate degree. We understand fees should increase, but 250% is just downright disrespectful and insulting.

Sincerely,
Jessica Klepper

Current rates of inflation:
http://inflationdata.com/Inflation/Inflation_Rate/CurrentInflation.asp

Hermosa Education Level:
<http://www.city-data.com/city/Hermosa-Beach-California.html>

parking

From: Cliff Bernstein [bernsteincc@gmail.com]

Sent: Tuesday, January 04, 2011 5:38 PM

To: parking

Subject: dont raise prices

Dont raise the prices

parking

From: Brett Johnston [bjohnston16@gmail.com]
Sent: Tuesday, January 04, 2011 5:46 PM
To: parking
Subject: Increased parking pass rates

I am writing to protest the very significant increase in the resident and guest parking pass fee outlined for this year. As a resident I feel it is unacceptable and unsupported to have such drastic increases.

I look forward to hearing back with a detailed explanation of the reasons behind the greatly increased fees.

Thank You,
Brett Johnston
150 Hermosa Ave.

Sent from my iPhone

parking

From: westling.andrew@gmail.com
Sent: Tuesday, January 04, 2011 5:50 PM
To: parking
Subject: Protesting parking pass fee increase for residents

To whom it may concern:

I am writing to you today in protest of next week's proposal to hike the price of parking passes for both residents and guests. As a resident who uses his parking pass daily because my apartment complex cannot house enough vehicles to satisfy its resident's due to space, I can not believe you would even consider raising the rate, especially to that degree! With cost of living in the town already quite high, our living quarters limited -- both by square footage as well as the options we have to choose from -- by increasingly higher rent prices, and the rising cost of gas all weighing on residents whose vehicles are our only means of getting to and from our workplace to support ourselves and our families, the ability to avoid paying meter fines or paying endlessly ticking meters is the major reason that I can, and many residents, can still justify living in Hermosa Beach! I urge you to reconsider and take into account the many residents like myself who need their car to support themselves and can not afford to have yet another financial weight placed upon them right now.

Kindly and Pleading,

Andrew W.
Sent via BlackBerry by AT&T

parking

From: Justin Schnuelle [jdsch@hotmail.com]
Sent: Tuesday, January 04, 2011 11:27 PM
To: parking
Subject: Comments to proposed changes to the Preferential Parking program

\$300 is way too expensive for the guest parking pass. I think we all realize that Hermosa Beach is not the easiest place to get to - it is not that close to any of the freeway entrances/exits and the surrounding surface streets can be quite busy. In other words, it can be a bit time consuming for a guest to come and visit. One big thing that gets guests to come to Hermosa is if they get to use a guest parking pass for free parking. The City should be encouraging guests to come to Hermosa because most guests are spending money in Hermosa. Personally, most of the time my guests come down to Hermosa, we end up going to dinner so we are all spending money at a local restaurant or having a BBQ and spending money at the local grocery stores.

If the cost for a guest parking pass becomes \$300, there is no way I am going to buy one since it will be so much more expensive than a resident parking pass. That means I would have to convince guests to bring quarters or always have quarters on hand to give out when guests come down to visit. Frankly, that is just a huge hassle and probably means that I would leave Hermosa more often and visit my friends at their places. Obviously, that would impact Hermosa businesses.

If the City feels like there are not enough parking spaces, instead of working on ways to discourage guests from coming, the City should work on ways of having residents not park on the street. If my neighbors are a fair representation of Hermosa as a whole, half my neighbors have turned their garages into storage units and park their cars on the street. A more sensible solution would be to raise the resident permits to give residents an added incentive to empty their garages so their cars can be parked in there.

With that said, the first permit should be relatively cheap. We have to accept that families have a lot more cars than when a lot of the housing was built in Hermosa. Assuming that the average family can park two cars at the house (and that each parent has his or her own car), one permit is needed for a high schooler or college student's car.

But the \$100 is too expensive - I think it should be \$60, which is \$5 per month.

Secondly, I think the guest pass should also be \$60 since a guest pass doesn't have to be used by a guest, it can also be used by a resident in lieu of buying a second resident permit (or even buying a first resident permit). The great thing about the guest passes are their flexibility. I would rather have a guest pass than any resident pass because with a guest pass I can park on the street and have my guest park in my space in the garage or if their car won't fit (which is over 50% of the cars on the road), I give my pass to the guest and continue to park in the garage.

I think the second permit should be \$120, the third \$240, and \$300 for every resident permit after that.

In regards to Item 2, I completely agree with not issuing parking permits to out-of-state registrations though I think the proposal should go further and NOT exempt students. What student from Hermosa could possibly have out-of-state registration and be driving back to Hermosa so often that he or she needs a resident parking pass? Again, this points to keeping the guest pass at a lower rate because its flexibility covers more than just guests coming down for a day. The military exemption makes sense.

I have no comment on Item 3 since it does not affect me.

I do not agree with the increase in the daily passes since this discourages guests from coming to visit. As I mentioned before, guests spend money in Hermosa - as a City we should be encouraging that and raising the rate to \$10 is just too high.

I think the employee permit fee should remain at \$143.

Besides the items discussed, I think the City Council should look into replacing the current parking meters with ones that accept credit cards. The ones in Los Angeles work great and eliminate the need to carry a bunch of change around in the off chance you decide to park on the street. It would also encourage people to stay longer since guests would not have to scramble to find change if they wanted to stay longer.

Finally, I think the City should discuss with the residents that street parking is really meant for guests, not for residents, since guests don't have homes to park their cars at. Our City is so dependent on City's gross sales receipt tax that it should be looking for ways to get more guests to come and spend money in the City.

Thanks,
Justin Schnuelle
35 17th Street, #8
Hermosa Beach, CA 90254

parking

From: Scott Loos [scloos@gmail.com]
Sent: Tuesday, January 04, 2011 7:45 PM
To: parking
Cc: Greg Grinnell; mechasgrinnell@verizon.net; Larry Poindexter; Candace Poindexter; Dave Taylor; Sara Loos
Subject: Infuriating

You consideration of such an increase is unbelievable. The fact that I have to pay to park on my block from May 15th to September 15th is bad enough, but a 150% increase is unfair and makes me question the judgement of our city government. Just when you guys were doing so well with the Pier Avenue improvement, you have to go and consider something like this. It was irritating enough when you increased the time period where permits were required by stealthily putting up new signs (makes it really convenient to have guests for a dinner party during the summer months . . .) I live with it because I'm willing to pay the \$40 dollars to ensure I have parking on my block; however, \$100 per permit is disrespectful to the residents of this city.

If you need the money that badly, I suggest you expand the area where permits are required rather than imposing this ridiculous increase on those who have paid for years. Be a smarter city government.

Best regards,

--

Scott Loos
scloos@gmail.com
310-702-9930
350 29th Street
Hermosa Beach, CA 90254

parking

From: John Cole [chcole90254@msn.com]

Sent: Tuesday, January 04, 2011 9:47 PM

To: parking

Subject: Preferential Parking program fee increase ???

I received a postcard today that read "IMPORTANT NOTICE-PUBLIC HEARING January 11, 2011" !!!
IMPORTANT NOTICE !!! WHAT: The Hermosa Beach City Council will consider changes to the
Preferential Parking program: 1. Increase the resident parking permit fee from \$40 to \$100 for the first
permit, \$100 for the second permit, \$200 for the third permit, \$300 for each additional permit, and
\$300 for each guest pass. I live at 242 30th Street in Hermosa Beach. My name is John Cole. I would
like to know the names of the people in the Hermosa Beach City Council that are for this Preferential
Parking Permit fee increase. I would have to pay \$800 more than I did last year for what I have now.
Please provide me the names of the Hermosa Beach City Council members in favor of this proposed
resident parking permit fee increase. Thank you, John Cole 242 30th Street Hermosa Beach, California
90254-2307 Home phone: 310-376-2142 Cell phone: 310-760-2262

parking

From: Cindy Mekari [cmekari@gmail.com]

Sent: Tuesday, January 04, 2011 8:11 PM

To: parking

Subject: Preferential Parking Program

To Whom It May Concern:

We just received the notice for Preferential Parking Program. The increase is ridiculous. The changes are not a minimal percentage change but over 100-200% depending on the parking permit. It is unfair to all residents especially ones that have multiple cars to be paying such a high price. If Hermosa Beach wants to increase the prices in parking permit than it should be a gradual increase of 5% not a increase of over 200%. We have been residents of Hermosa for over 12 years. Thank you.

--

Cindy Mekari

J.D. 2010, The University of Texas School of Law

B.S. Business Administration 2007, University of Southern California

Email: cmekari@gmail.com

Cell: (310) 925-6280

parking

From: Sallyjay2000@aol.com
Sent: Tuesday, January 04, 2011 11:01 PM
To: parking
Subject: Parking Increases -

The parking fees you want to increase are outrageous. Hermosa Beach planned to build a parking facility to house visitors years ago. That is yet to be seen.

What do the residents receive for their permit fees?

The right to seek an empty space sometimes as far as 5 blocks away that takes 30 minutes to find?
Non-existent parking during events or holidays.
Constant ticket violations, some unfair.

And that is a joke concerning driveway permit fees. It is their driveway and you charge for them to park?

Please look around Hermosa Beach. Almost every day, someone is moving out.

If you want to save money, then lower the wages for the city employees. Hermosa Beach pays the highest salary per person, more than Redondo Beach and Manhattan Beach. Yet does not have too much to offer.

Soon this city will become a ghost town.

I say leave the permit fees for residents alone or lower them. You can increase the employee and daily passes.

parking

From: SBLevine@aol.com

Sent: Tuesday, January 04, 2011 6:08 PM

To: parking

Subject: parking increase

I own 2 properties in Hermosa. I understand the need for the city to raise money and also to alleviate the parking problems.

However, the proposed increases are outrageous, especially in this current environment.

Go ahead and raise the fees --- but be reasonable.

Stan Levine

parking

From: Jason Siedlecki [jalansiedlecki@gmail.com]
Sent: Tuesday, January 04, 2011 9:25 PM
To: parking
Subject: Re Parking - Important Notice from City Council

As I resident I am outraged to hear of the proposed changes to parking fees.

To members of the City Council:

Parking should NOT a profit center for the city. Why are you attempting to punish the residents and visitors of your own city? If the reason is to raise more funds for the city, then RAISE TAXES, don't do it with absurd fees. Stop listening to a few cranky residents who complain about their taxes by finding alternative and ridiculous ways for the city to subsidize it budget.

If I am misguided in this assumption and the raise in fees is proposed as a way to attempt to ease the burden on finding parking (which is almost impossible at times), you are going about it in the wrong way. The city should be encouraging people to visit the city's businesses and beaches and working to provide ample parking. Build the parking garage that has been discussed for ages on Hermosa Ave.

Why else should people who live in Hermosa have to be subject to \$100 parking fees? It won't reduce the number of cars, people need to live, work and own a car. If you are aiming to limit the amount of cars and free up parking, then make it one permit per person. No one should be able to get 2 permits for 2 cars. No one NEEDS to own 2 cars. Your proposal should then be \$25 for the first permit, \$1000 for the second permit, and \$5000 for the third permit. If people want to own and park multiple cars on the street, this is a luxury and it should be costly.

I am so sick and tired of the city charging outrageous fees for parking permits, lengthening the daily time-frames for meters, and ticketing with the intent to raise money (and not to prevent abuse of parking privileges such as parking on streets for days at a time or storing broken down cars). Its a crime that this is how the city goes about robbing its own residents and visitors.

Jason Siedlecki
Resident

parking

From: Chris Henretty [henretty@yahoo.com]
Sent: Wednesday, January 05, 2011 7:01 AM
To: parking
Subject: Parking permit fee increases
City Council Members:

Wow! I just received your notice. I can understand a modest increase, but why so drastic? I can only assume it's to increase revenue for the city. Assuming that, I would make a few of points...

1. By increasing the parking permits by such a ridiculous amount, you're only relying (and hurting) on our residents to assist in revenue increase.
2. Why not increase parking ticket fines? In doing so, you would alleviate the revenue burden on the residents by including the many non-residents (i.e. visitors, tourists, services, etc.) that visit our city.
3. Assign one police vehicle, one day a week, to any major intersection and the sheer number of traffic violators at those intersections will help increase revenue.
4. With an increase of this amount, I truly think more people will actually buy fewer parking passes. Think about it. I'd rather buy one (or none) and take my chances juggling my other two vehicles between the street and my driveway.

At current rates, it would be cheaper for me to receive nine parking tickets per year than to buy three parking permits!

Please think this through. This increase is absurd.

Chris Henretty

Chris Henretty
1601 Loma Drive
Hermosa Beach, CA 90254
h: 310.379.0516
c: 770.630.0942
e: henretty@yahoo.com

parking

From: Christa Lyons [christalyons@verizon.net]

Sent: Wednesday, January 05, 2011 7:16 AM

To: parking

Subject: Parking Permit Increase

Good Morning,

I received the notice regarding the parking permit increase. I understand the need for an increase, however, this is excessive. I will not buy any permits for that amount. It is too much. The city should be gaining revenue more through tickets from nonresidents. I do hope this issue is resolved in another way than the excessive increase.

Christa Lyons

Shorewood Realtors

310-722-7115

christalyons@shorewood.com

DRE 01489213

parking

From: Doug Howard [dhoward@psomas.com]**Sent:** Wednesday, January 05, 2011 7:10 AM**To:** parking**Subject:** Parking Permit Fees

Hi,

I live at 139 2nd street, H.B.

I currently have a driveway permit, but I also get a yearly guest pass. I believe it is currently about \$45 ?

I have two cars, one, an every day driver and the other is a classic 55 Chevy that I keep in my garage.

I do on occasion have to move my two cars around for car washing purposes, etc.

When I do move my cars, I usually grab the guest permit and park one of the cars somewhere in the neighborhood.

I rarely use my guest pass since I have the ability to use the driveway and have a garage.

With the economy the way it is I can see the need to raise the fees charged, so I don't have an issue with raising the fees.

I do have an issue with the amount. Raising the guest pass fee to \$300 seems quite high in my situation with the amount of times I use it.

I'm sure many people in the City use their guest pass everyday.

My thoughts on having a guest pass cost \$300 is that if I place a \$300 pass on my rear view mirror, my car window may be broken out by some criminal activity and sold or used by unscrupulous individuals. I can see these permits being stolen quite frequently if the cost of them goes to high.

Think about placing your cell phone, ipod, gps unit or \$300 cash on your dashboard in clear view of anyone and leaving it overnight or even during the day.

If the cost of easily moveable permits (guest passes) is set too high it is inviting trouble, broken glass, insurance costs, replacing of automobile glass, and broken locks.

Thanks for you time.

Doug

Douglas R. Howard PLS

PSOMAS | *Balancing the Natural and Built Environment*

Land Surveying and Mapping

555 South Flower Street, Suite 4400

Los Angeles, CA 90071

213-223-1471 direct 213.223-1444 fax

dhoward@psomas.com

www.psomas.com

parking

From: crtchel2@aol.com
Sent: Wednesday, January 05, 2011 12:23 AM
To: parking
Subject: parking permit proposal

Dear City Council,

My name is Ted Davis and I have owned the 10 unit apt. building located at 1702 Hermosa Ave. for 10 years. My building was built in the time when only one (1) parking space was required for each apt. However, any of my apartments can house two adults with two (2) cars, and generally do. When this occurs the only solution is for the 2nd tenant to obtain a permit for \$40, which up to now they have done.

Relative to # 1 on the notice sent out to residents, you have to realize that in these tough economical times, even that extra \$10/month for a tenant struggling to make ends meet is a burden. When I raised this issue to your staff, the answer was that maybe the landlord should have to shoulder the burden of this new tax, and make no mistake about it, this is a tax, pure and simple. For me to assume this burden, you would now be assessing me up to \$1000/year for these permits, in addition to the exhorbitant property taxes and the newly revised business license fees that were recently imposed. I know there's a parking problem, but to impose the burden on those who operate rental properties for their retirement income, is an unfair and discriminatory practice, in that the burden of the increased permit fee falls squarely on the shoulders of the businesses and income property owners' of Hermosa.

Regarding point # 2, I'm not aware of how long an out of state visitor can operate an auto, before his out-of-state registration would be revoked. According to staff, the time limit is 10 days. I'm pretty sure that that's an inaccurate statement, and I take exception to not being willing to issue a parking permit to a non-resident just because they haven't yet had the time to change their registration. This refusal to issue a permit under these circumstances definitely affects the landlord's ability to rent an apartment. "You can rent the apartment, but first you must change your car registration to this state." Are we kidding? Are we now acting as enforcers for the DMV. Each of my apartments is entitled to 1 space, parking on the street, whether he has a valid Ca. registration or not. As long as he/she is a resident of 1702 Hermosa Ave, and the garage for that unit is already occupied by the other tenant in the same unit, the 2nd tenant is entitled to a parking space on the street, in accordance with your own ordinances.

Relative to point # 3, why is there even a fee to park in front of my own garage, as long as I'm not blocking the sidewalk. I've never heard of such a requirement. This is simply a revenue for the City, and has no merit as a type of parking fee. It's in front of my property and is harming or inconveniencing no one. I'm not taking anyone else's spot, as no one else would be allowed to block my driveway.

Point # 4 talks to daily passes, and I have no problem with this increase.

Point # 5, I also have no issue, although, I suspect other retail businesses will.

In summary, your proposed increases clearly place the majority of the burden on the income property owners and the businesses. The impact to residential owners is minimal and therefore this proposal is unfair and discriminatory. I've written this letter as I'm out of town until the night of the 11th, so I will be unable to attend your meeting that night. **I'm told by staff that this meeting is a discussion and that no action will actually be taken as far as increasing rates without more public testimony and further consideration. If this is incorrect, I would ask that someone be directed to contact me on my cell number, provided below.** If there is a possibility of these increases actually coming to fruition on the 11th, I wish to have the opportunity to direct my agent/representative to appear on my behalf.

Sincerely,

Ted Davis
 (310) 748-0627

parking

From: Kimiko Warden [kimikowarden@yahoo.com]
Sent: Wednesday, January 05, 2011 7:44 AM
To: parking
Subject: Parking Permits - Input on proposed fee increase

Thank you for the notice about next week's City Council meeting to discuss the proposed increase in resident parking permit fees. As I will be travelling that date and cannot attend, I wanted to let you know my input.

The proposed increases are just too much. One parking permit will go up 150%! Guest permits will go up 650%!!!!!!
Annual fee increases are to be expected, as the cost of living increases. But these percentages are unbelievable.
A more reasonable increase must be proposed. What if you tried to raise other city services by that much - can you imagine getting a water bill for 150% more?
Think about it - this is insane.
The increase to the driveway permit fee (25%) seems more realistic.

I understand that city governments everywhere are trying to find new revenue streams. But raising the permits costs by such egregious amounts is not going to help. I am assuming that is the goal, unless this is some misguided attempt to free up more residential parking. The same amount of people will be living here, and will need the same amount of cars. BUT, less people will pay for the passes, reducing any expected revenue bump. The Parking Office will be busier with people buying temporary passes for their friends and visitors, and will need to be open on Fridays to accomodate these requests.

I have been renting a couple blocks from Pier Avenue for 15 years, and I know how impacted we are from tourist and visitor traffic, especially in the summer and on event weekends. However, this is not going to help anyone, and it will only impact residents to their detriment. (one GREAT suggestion - stop having that silly Fiesta de los Artes on the two busiest summer weekends of the year.

The aim of these events is to bring people into town to shop and dine. Those weekends don't need any help to get to the beach, and many feel that it actually keeps people from the tax-paying restaurants and shops - but I digress).

Thank you for letting me give my input. I look forward to hearing a more reasonable proposal for any parking permit increase.

Kimiko Warden
1715 Palm Dr
Hermosa Beach, CA 90254

Elaine Doerfling

From: Howard Fishman [kkfish@earthlink.net]**Sent:** Tuesday, January 04, 2011 8:08 PM**To:** Elaine Doerfling**Subject:** Fw: Parking permits

hi elaine,

happy new year.

thought these series of e-mails should be part of the staff report for next week's meeting. you may already have some.

best always,
howard

----- Original Message -----

From: Amy Schmargen**To:** kkfish@earthlink.net**Sent:** Saturday, October 02, 2010 2:41 PM**Subject:** Parking permits

Dear Howard,

As a resident of Hermosa Beach, I am very concerned about the article in The Beach Reporter regarding the potential price increase in parking permits.

As a resident and tax payer in this community, I feel that I should have the ability to park on the street in front of my house without paying exorbitant fees to do so. I do not feel I should inequitably shoulder the burden the financial difficulties of the city of Hermosa simply because of the location of my house within the city limits.

I am not familiar with the policies allowing business owners to buy parking permits. However, the article in the paper suggested that the business owners buying permits for the employees were "clogging" the streets. Perhaps the city council should look into the policy of the number of permits business owners, are permitted to buy. As a resident, I am allowed to buy 1 permit for each registered car at the house location as well as one guest permit.

Furthermore, in my neighborhood the even the current cost of the permit as well as extended permit hours has led many of my neighbors in the permit zone foregoing buying permits and parking down the street in non permit areas. Over the summer, this resulted in many open parking spots on my (permit restricted) street well the neighboring non permit streets were "clogged."

Please call me to discuss this matter. My phone number is 310.798.7735

Thank you,

Amy Schmargen

Elaine Doerfling

From: Howard Fishman [kkfish@earthlink.net]
Sent: Tuesday, January 04, 2011 8:12 PM
To: Elaine Doerfling
Subject: Fw: Hermosa Beach Parking Permit Cost

----- Original Message -----

From: Lee Hennis
To: Michael DiVirgilio
Cc: kit.bobko@gmail.com ; jeff@jeffduclos.com ; kkfish@earthlink.net ; peter@electpetertucker.com
Sent: Wednesday, October 06, 2010 11:12 AM
Subject: Re: Hermosa Beach Parking Permit Cost

Just a comment about cost. Even at \$300 per permit, someone who uses it all the time (a business or residence without on site parking) is still getting a deal. Downtown parking in most cities will run \$5 to \$15 per day. For a business (or rather their employees) that works out to \$1300 per year minimum (\$5 x 5 days x 52 weeks). And of course, many businesses are open 7 days per week and would be using the permit 365 days per year. This also applies to a resident without on site parking. Maybe some people will decide to clean out their garages and use them for their cars.

I would like to reiterate that I hope the Council adopts a rate structure that makes the cost for the first couple of permits, whether permanent or guest, closer to \$40 rather than \$300.

And finally, I must also disagree. The Council is trying to get people to change their habits by charging a high price for not changing. In my mind, that's definitely about the money.

Thanks.

Lee Hennis

2216 Monterey Blvd.

Hermosa Beach, CA 90254

310-379-3262

lahennis@yahoo.com

From: Michael DiVirgilio <mdivir@gmail.com>
To: Lee Hennis <lahennis@yahoo.com>
Cc: kit.bobko@gmail.com; jeff@jeffduclos.com; kkfish@earthlink.net; peter@electpetertucker.com
Sent: Tue, October 5, 2010 10:28:32 PM
Subject: Re: Hermosa Beach Parking Permit Cost

Hi Lee,

Thanks for taking the time to write. I appreciate the feedback but disagree with you about the cause of the increase being related to money - it's certainly not why I've supported the discussion

1/5/2011

so far.

For me, many people complain about the shortage of parking and the overpurchase/overuse of the permits. I think (perhaps I'm wrong) that it has to do with the fact that a permit can be purchased for \$40. And, because they are so economical, many people are buying more than three and four permits and some are buying as many as 8, 9 or 10 permits for one address.

You make a fair point about guest pass and one that makes more sense than what we're talking about at the moment.

Best regards,
Michael

On Sun, Oct 3, 2010 at 9:45 AM, Lee Hennis <lahennis@yahoo.com> wrote:

The Hermosa Beach City Council is considering significant residential parking permit rate increases. The reasons are simple; parking spaces are a limited resource in town, the city needs money, and the Council can do it without seeking voter approval.

However, I would ask the Council to consider not charging such a high price for the 1st guest permit (\$300 was the proposed price stated in the Beach Reporter article). Set the price to be the same price as the 1st permanent vehicle permit. This would allow residents to provide occasional guest parking at a reasonable price.

Thanks.

Lee Hennis

2216 Monterey Blvd.

Hermosa Beach, CA 90254

310-379-3262

lahennis@yahoo.com

Elaine Doerfling

From: Howard Fishman [kkfish@earthlink.net]
Sent: Tuesday, January 04, 2011 8:09 PM
To: Elaine Doerfling
Subject: Fw: Hermosa Beach Parking Permit Cost

----- Original Message -----

From: Lee Hennis
To: mdivir@gmail.com ; mdivir@gmail.com ; kit.bobko@gmail.com ; kit.bobko@gmail.com ;
 jeff@jeffduclos.com ; jeff@jeffduclos.com ; kkfish@earthlink.net ; kkfish@earthlink.net ;
 peter@electpetertucker.com ; peter@electpetertucker.com
Sent: Sunday, October 03, 2010 8:45 AM
Subject: Hermosa Beach Parking Permit Cost

The Hermosa Beach City Council is considering significant residential parking permit rate increases. The reasons are simple; parking spaces are a limited resource in town, the city needs money, and the Council can do it without seeking voter approval.

However, I would ask the Council to consider not charging such a high price for the 1st guest permit (\$300 was the proposed price stated in the Beach Reporter article). Set the price to be the same price as the 1st permanent vehicle permit. This would allow residents to provide occasional guest parking at a reasonable price.

Thanks.

Lee Hennis

2216 Monterey Blvd.

Hermosa Beach, CA 90254

310-379-3262

lahennis@yahoo.com

Elaine Doerfling

From: Howard Fishman [kkfish@earthlink.net]
Sent: Tuesday, January 04, 2011 8:16 PM
To: Elaine Doerfling
Subject: Fw: Hermosa Beach Parking Permit Cost

----- Original Message -----

From: Lee Hennis
To: Michael DiVirgilio ; kit.bobko@gmail.com ; jeff@jeffduclos.com ; kkfish@earthlink.net ; peter@electpetertucker.com
Sent: Thursday, December 30, 2010 5:55 PM
Subject: Hermosa Beach Parking Permit Cost

I would like the Council to consider a lower cost for residential guest parking permits. I would propose they be put on the same graduated cost scale as the resident permits (i.e., first 2 at \$100, 3rd at \$200, and 4th and more at \$300). Alternatively, they could be integrated with the resident permits and costed as the last issued permit (i.e., 2 resident permits {\$100 each for first two} + 1 guest permit {3rd permit at \$200} would cost \$400).

Also, why are you not considering charging more for employee permits (your notice says it "may also be discussed"). \$143 is a great deal! This is \$0.55/day for a full time employee (5 days per week for 52 weeks per year). It should be higher, particularly considering current meter rates and your proposal for residents to pay \$300 each for more than 3 resident permits and guest permits. I would propose that the same graduated scale be used for both residential and employee permits.

An overall parking fee plan should be developed and approved, not just parts of it.

Thank you for your time and consideration of these alternate proposals.

Lee Hennis

2216 Monterey Blvd.

Hermosa Beach, CA 90254

310-379-3262

lahennis@yahoo.com

Elaine Doerfling

From: Howard Fishman [kkfish@earthlink.net]
Sent: Tuesday, January 04, 2011 8:16 PM
To: Elaine Doerfling
Subject: Fw: Parking Permits

----- Original Message -----

From: "David Roed" <david@roed.us>
To: "Michael DiVirgilio" <mdivir@yahoo.com>; "Peter Tucker" <peter@electpetertucker.com>; "Kit Bobko" <kit.bobko@gmail.com>; "Jeff Duclos" <jeff@jeffduclos.com>; <kkfish@earthlink.net>
Sent: Thursday, December 23, 2010 6:20 PM
Subject: Parking Permits

Dear Councilmembers,

Over the past year I have seen occasional articles about raising the price of Hermosa Beach parking permits to reflect their "worth". The parking permits are a necessity in our neighborhood for anyone who ever has guests or can't fit both cars in the garage, because of the number of people that park on our streets from outside the neighborhood. As you know these are high-density areas, many residences don't have parkable driveways, and they see a tremendous amount of additional traffic from outside during the summer months.

Please consider other cities that have neighborhoods with parking problems caused by non-residents using the streets. Santa Monica for one (I know several people who live on permit-parking streets there) which charges \$15 per permit. Of course they could charge more, but it's not about their "worth" or privilege or making money, it's about residents being able to park on the streets of their own neighborhood. It's about the city providing a solution to citizens who otherwise would have big problems when lots of outsiders inundate their streets.

Merry Christmas!

David Roed
2116 Loma Drive

Elaine Doerfling

From: Howard Fishman [kkfish@earthlink.net]
Sent: Tuesday, January 04, 2011 8:14 PM
To: Elaine Doerfling
Subject: Fw: Proposed Parking permit increase

----- Original Message -----

From: CHARLES BLOMER
To: kkfish@earthlink.net
Sent: Wednesday, October 06, 2010 11:51 AM
Subject: Proposed Parking permit increase

Howard:

I have serious issue with the proposed parking permit increase recently discussed by Council. I currently have one pass that is permanently affixed to my car, rather than a "hanger" for the rear view mirror. I have been a property owner and City resident since 2000. To go from \$40 dollars to \$100, 120 or more for a single permit is nothing more than a way to make money for the City. I am 60 years old and retired, on a fixed income. I cannot work "overtime" at a job, or as a business owner, increase prices to pay for an increase in parking permits. As I live alone, having two permits for \$ 100 makes no sense to me. While I have no problem with a progressive increase as you have done in the past and make the permits \$50 dollars each, a 200% increase is far greater than inflation or the cost of living.

Maybe you should have a two tiered system where residents pay one price and businesses and their associated employees pay another.

Whenever the Council has hearings on this, I will certainly make my opinions known.

I might ask what your rate of collection on parking tickets is. Maybe you should be more aggressive in collecting that revenue and increase the associated costs for late payments.

Skip Blomer
126 1st Court
Hermosa Beach

Elaine Doerfling

From: Howard Fishman [kkfish@earthlink.net]**Sent:** Tuesday, January 04, 2011 8:10 PM**To:** Elaine Doerfling**Subject:** Fw: parking permits

----- Original Message -----

From: LNSMAIL@aol.com**To:** kit.bobko@gmail.com ; mdivir@gmail.com ; kkfish@earthlink.net**Sent:** Monday, October 04, 2010 4:18 PM**Subject:** parking permits

Have any of you considered Hermosa's housing stock west of the highway? We still have houses from the early 1900's with no garages or access for parking. Some are on split lots and are landlocked. Even the ones in the late 1930's to 1950's may have only one parking space, or a garage that would only hold one car.

The apartment house on 4th and Hermosa Avenue has 8 units and 0 parking. Many older buildings still have bootleg apartments. There are residents who will be unfairly burdened by your new fees.

In the early 1970's, we went through an exercise with the building inspectors checking how the garages were used, only to find out it was illegal to search. Today, the use of garages as storage still exacerbates our problems. I have no use for the neighbors who do that...any more than you do. I doubt a price increase will affect them at all since many have newer homes and money is evidently not a problem. Most seem to have three or four cars, some with more cars than residents. Then there are the ones who have built exercise rooms, saunas, etc., into the front part of a four car garage leaving one space for each of two units. They will not care either. The construction was not done with a permit!

Our condos have 2 spaces per unit and the insurance, CC&R's, and H/O rules prohibit using the parking spaces for storage. We do have 2 guest spaces, not allowed for residents use. With 4 units that often necessitates a street parking permit for a guest. We all have them, but may not use them sufficiently to warrant a big increase in the cost. I for one, probably use mine once or twice a year unless a workman needs to use it for a bigger truck.

I would ask that you rethink the cost for some of these permits. Perhaps verify that some do not have any access on private property. A nominal increase for the guest permit, but not a doubling or tripling, could be justified. Inflation over the years hits all of us.

Sincerely,

Ellen Goetz
379-7541

Terri Dinubilo

From: richpod@versizon.net
Sent: Tuesday, January 04, 2011 4:08 PM
To: Web Master
Subject: Hermosa web site Feedback Form

Comments: Just rec the notice of a 160% (a hidden tax) increase for parking permits-Resend the "highway robbery" salary we're paying admin people like the City Manager of over \$300+K plus Police and Fire Dept. personnel overtime that is not monitored to keep cost down and you'll see a windfall instead of taking it out on the common people who can't afford this gross increase . . . pass this and city ALL council members will serve their last term.

Must be nice to increase the rate when pensions and retirement are at a all time high. Get out your vacuum and come back to reality

Name: Richard
Address:
City:
State:
E-Mail: richpod@versizon.net
Telephone: 3103799643

January 5, 2011

Comment to City Council on Preferential Parking Fee Increases

Received from: Hal and Pat Ormondroyd

We have lived in the same house for 75 years. Why the significant fee increase? We already pay significant property taxes.

If the issue is too many people have permits, then establish a quota and limit the number issued.

If the issue is need for more revenue, reduce your spending on unnecessary items.

Summarized by: Pam Townsend, Senior Planner

January 5, 2011

Comment to City Council Preferential Parking Fee Increases

Received from: Jeff Mitroka

The fee increases are discriminatory for people who are forced to park in this area. We are singled out- if you need more revenue, then issue passes to everyone in the city.

Limit any fee increase to rate of inflation.

Cut costs, quit spending.

January 5, 2011

Comment to City Council Preferential Parking Fee Increases

Received from: Donna Cox, 28th Street

Objects to increase in fees especially to the guest permit.

She has limited income and lives on social security.

She requires a care giver that needs to use the guest pass. Family members that come to visit also need to use the guest pass.

Summarized by Pamela Townsend, Senior Planner

January 5, 2011

Comment to City Council Preferential Parking Fee Increases

Received from: Alyse Laemmle, 2840 The Strand

Objects to drastic increase in guest permit.

She is 94 years old and no longer has a car and lives on social security.

Her grand daughter needs the guest permit to visit and assist her.

Summarized by Pamela Townsend, Senior Planner

parking

From: A. C. [angelc2y@yahoo.com]
Sent: Wednesday, January 05, 2011 2:12 PM
To: parking
Subject: Outraged parking Proposal

To the Representaives of the Voters.

I am outraged that this proposal is even being considered by the elected representaives. Whoever made this proposal needs to be fired and removed from the public taxpayers payroll. This is another money grab by politations similar to those at the city of Bell and Vernon and other places.

I am totally opposed to any fee increases and request the permits be reduced to \$25.00 instead. I also like to know how many new free parking places have been developed since past 2 years. We need to get these control freaks out of the ogvernment an dinsittutions. We do not need any more government controls.

I also like to propose street cleaning be reduced to once a month instead of weekly services. This is a outrageous money grab and needs to be stopped immediatley.

Keep up the Good Work

parking

From: bree john [breejohn@hotmail.com]
Sent: Wednesday, January 05, 2011 3:18 PM
To: parking
Cc: Allie Herrera
Subject: Changes to Preferential Parking Program

To Whom It May Concern,

I received the notice regarding the changes to the Hermosa Beach Preferential Parking program on 1/4/11 and this email is to provide comment. I am a resident of 134 29th Street which is occupied by 4 young professional tenants and we all vehemently disagree with the "changes" which are effectively unjustifiable, arbitrary price hikes.

1. The increase is not in line with inflation. The first permit price increase is a 150% increase. The third permit is a whopping 750% increase. Please advise how this is ok?
2. These price increases penalize the tenants of Hermosa Beach that cannot afford to live in or own a large house with a 2 + car garage, but merely cohabit with other tenants so that they can afford to make the high rental prices.
3. I believe the permit fee assessment should be based on the number of cars registered per person, not per household. Perhaps I could suggest that individuals with more than one car get penalized for being not so environmentally friendly?

I want it on record that I oppose this arbitrary increase.

Thank you for your time.

Miss Bree John
(Disgruntled resident)

01/05/2011

parking

From: Sullivan, Jennifer [Jennifer.Sullivan@activision.com]

Sent: Wednesday, January 05, 2011 3:11 PM

To: parking

Subject: RE: Hermosa Beach Resident Parking Permit Fee Increase

It also seems cheaper for me to get a few parking tickets over the year rather than shell out a lump sum of cash to the city. Seems like you are having us pay for the new Pier Avenue construction here where I hear you got a large grant for it?

From: Sullivan, Jennifer

Sent: Wednesday, January 05, 2011 2:37 PM

To: 'parking@hermosabch.org'

Subject: Hermosa Beach Resident Parking Permit Fee Increase

I just received the yellow post card in regards to the newly proposed increases in the residential parking permits and think they are pretty drastic especially for the \$300 guest pass! I always get the 1st permit as well as a guest pass that used to cost me \$80 total and will now cost me \$400!! **That is a 400% increase from last year pricing which is ridiculous!** Is the city even allowed to increase permits this drastically with no notice? I know that landlords cannot increase rent more than 30% a year.

If you are going to increase these passes with no notice to the Hermosa Beach Residents you need to make the guest permit at least the same price as the 2nd permit (\$100). I live in a one bedroom with my boyfriend but bc I am the lease holder you don't allow me to get the 2nd permit and make me get the guest permit for him which does not seem fair.

Please rethink this we already have to deal with the busy summer parking issues and this will just add to the frustrations!

Thanks,
Jen

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For more information please visit <http://www.messagelabs.com/email>

01/05/2011

72

parking

From: Shirley [lehmer8@aol.com]
Sent: Wednesday, January 05, 2011 10:00 AM
To: parking
Subject: proposed preferential parking changes

I want to register my opposition to the proposed changes to the Preferential Parking. I have lived in Hermosa Beach since 1977, am 77 years old and live on a fixed income and struggling to make it. This increase would be an extreme hardship for me. I already pay property taxes and with this fee increase I would be unable to afford it and therefore would be unable to park in front of my own house. Maybe if the present parking restrictions were enforced on a regular basis you could collect significantly more parking violations from non-residents and generate the funds you need without once again socking it to residents.

Shirley Lehmer
333 26th street, H.B.
310 379-4831

parking

From: EBRand10@aol.com
Sent: Wednesday, January 05, 2011 10:14 AM
To: parking
Subject: Parking Fee Increases

I have lived on Manhattan Avenue in the first block north of Pier for 17 1/2 years. Parking has always been a nightmare, but I have a garage and have always purchased a permit for my car and one guest pass each year. This way I can freely park my car in the neighborhood and if I have a couple of guests, I can assure that they will be able to get a place to park near my residence.

I can understand the need to increase city revenues and raising parking permit fees is certainly one way to go about it, but most rate or price increases in the marketplace are done incrementally. These proposed increases are outrageous and exorbitant, to say the least. What currently costs me \$80 (one permit and one guest pass) will cost \$400 under your proposed rate increases, a 400% rate hike. Just imagine if the price of any other product or service was raised equivalently. Obviously, most customers would switch to a lower priced alternative. But when it comes to street parking, for those of us who live in the area near the Pier, we have no other options to deal with the limited and restricted parking situation.

Please reconsider these extraordinary rate increases. I think an increase from \$40 to \$50 for first permits and guest passes, and similar level increases for additional permits would be more reasonable.

Ellen Rand
Manhattan Avenue
Hermosa Beach
ebrand10@aol.com

parking

From: kazshinzato@aol.com

Sent: Wednesday, January 05, 2011 9:27 AM

To: parking

Subject: Preferential Parking Program

I strongly opposed the outrageous proposed hikes in the resident parking permit fees.
It is not right to gouge the residents with outlandish increases for the resident parking fees.
A 5% - 10% increase is reasonable.

Sincerely,
Kaz Shinzato
419 Manhattan Ave
25 year resident

parking

From: crtchel2@aol.com
Sent: Wednesday, January 05, 2011 10:06 AM
To: parking
Subject: Re: parking permit proposal
Pam,

Thank you for your response. I didn't mean to indicate that you had given me erroneous info or to indicate that you favored one position over another. That was not my intent. I simply don't agree with the fact that this proposal will place the majority of the tax burden on those in business. However, with your response, I know that my position will be heard and for that I thank you.

Sincerely,

Ted Davis

-----Original Message-----

From: parking <parking@hermosabch.org>
To: crtchel2@aol.com
Sent: Wed, Jan 5, 2011 7:59 am
Subject: RE: parking permit proposal

Hi Ted-

I spoke to you yesterday and indicated I thought the time to re-register vehicles was about 10 days. In checking the DMV website, the time is 20 days and there are exceptions that the city would honor. The Council did discuss whether to issue a temporary permit. The Council's reasoning was that the city should not issue a year long permit for vehicles that are not properly registered, and given the short time to register it does not make sense for the city to create and enforce another type of permit. However, it appears not to be all that straight forward, which can create its own administrative problems.

<http://dmv.ca.gov/pubs/brochures/howto/htvr9.htm#feesdue>

The driveway permit fee covers the cost of staff measuring the space and issuing the permit. The reason for a permit is that it is illegal to park on the street blocking a driveway. Hence the permit so the person is not ticketed. It is a lifetime permit.

I would note that I did not say the landlord should shoulder the burden of the 'new tax'. I indicated the landlord could take this into account when setting rents, deposits, etc. (As a landlord myself I get what you are saying however.)

I am sure the Council will find your perspective helpful.

Thanks,

Pam Townsend, Senior Planner, Community Development Dept. 310 318-0242

parking

From: Lynn Carter [lcc240@verizon.net]
Sent: Wednesday, January 05, 2011 11:20 AM
To: parking
Subject: Parking Permit Increase
Importance: High

HB City Council:

What next?? You have allowed tattoo shops to infiltrate the city....NOW-you are raising the parking rates so high that we can't afford to park in front of our won house?? To many of us living in the sand section, the street is akin to our garage or driveway. To raise our parking permit rates over 100% is absolutely unconscionable. Understandably, rates increase over the years....BUT RAISING THE RATE TO \$100 for a permit and \$200 for a second permit?? We are being bent over.

We don't know about you, but we are all trying to make ends meet over the last few years. **There could not be a worse time for this.**

Be reasonable and raise the rate by TEN DOLLARS per permit???

Please find somewhere else for the city to make up its deficit...you KNOW you have some of us over a barrel as we need street parking. This is a perfect example of the "government" kicking us when we are down.....it's wrong and you shouldn't do it. Period.

Tom and Lynn Carter
240 Monterey Blvd
HB

parking

From: Arnie Perkins [arnold.perkins@verizon.net]
Sent: Wednesday, January 05, 2011 11:49 AM
To: parking
Cc: Veeta Perkins; Chuck Farah
Subject: Preferential Parking Program Proposal

Dear City Council Members,

When I first heard about the proposed increases in residential parking permits a few months ago I thought it was a joke or someone in the council was smoking 'the funny stuff'.

So, when I received the notice regarding the upcoming meeting I was knocked off my chair in complete shock. You folks are completely insane proposing such a stiff increase for all types of 'RESIDENTIAL Parking Permits. Don't us 'RESIDENTS' already contribute enough to the city coffers. I realize the City of Hermosa Beach has entered agreements w/ the Police, Fireman, Maintenance Worker & Teacher's Unions regarding compensation & pensions that is simply draining the city dry. Our little city is just like the State of California when it comes to fiscal management. The only difference is that you folks operate on a smaller scale. Shame on you !

If additional revenue needs to be raised incorporate a 'city sales tax', increase visitor parking (meter) fees, increase parking citation fees, increase building permit fees, increase business license fees, etc. etc. Of course a novel approach (one you've never have considered) would be reduce city spending, renegotiate union contracts, etc etc. Don't punish the residents for your inability to manage our city and provide fiscal responsibility.

I trust you council members will come to your senses and rethink this outrages proposal.

Respectfully yours,

Arnold Perkins
637 Manhattan Ave
Hermosa Beach
310 372 1045

ps. How about requiring a permit for the new 'sidewalk dining' spots that cafes & restaurants how have access to (ie. Upper Pier Ave Remodel).

parking

From: Todd Kramer [ruburite1@hotmail.com]

Sent: Wednesday, January 05, 2011 3:13 PM

To: parking

Do not increase the parking permits.

Do INCREASE the parking FINES instead.

parking

From: BYDABEACH@aol.com
Sent: Wednesday, January 05, 2011 12:46 PM
To: parking
Subject: proposed parking fee

My first reaction to this notice was "ARE YOU SERIOUS?". The original "residential permit" was given to us free of charge and a few years later the stated intent for imposing a fee was to offset "administrative" costs. That fee was \$5.00 and seemed reasonable. The fee has since escalated to \$40 which in itself seems excessive and unreasonable when viewed solely as an administrative charge for management of the permit process. I suspect it probably generates excess revenue which funds other services. This entire "residential permit" implementation originally was to address the problem of summer beach visitors taking residential parking. How does an exorbitant increase in the permit fee relate to or improve that? It appears that the permit is now becoming simply another revenue source for the city. In a local newspaper one councilman was quoted as saying that the fee would encourage residents to park in their own garages thus freeing up parking space. Parking space for whom? This being the case, parking permits should be required throughout the city as the scarcity of parking is a citywide problem. It is clearly discriminatory that only residents living within a few blocks of the beach will be required to pay a huge "fee" to park on the streets on which they live. I have lived in this city for 32 years and have pretty much been satisfied with and supported the actions of the city council. This proposed action however is off the charts and leaves me wondering "who are these people?". I strongly oppose this proposed fee increase and plan to be at the Jan 11 council meeting to tell you that in person.

Fred Stuart, homeowner
2438 Manhattan Ave
310 372 3842

parking

From: Brad Diamond [braddiamond76@gmail.com]
Sent: Wednesday, January 05, 2011 9:10 AM
To: parking
Subject: Parking Fee Increase

I think it is absurd that the city council is considering increasing the parking permit fees for the residents of Hermosa Beach. You should have thought of this when you allowed all these properties to be built without parking. Reap the benefits from the taxes of all these homes, then charge the residents again to park. Its a win, win for the city. I am appalled by this. Charge visitors increased fees or people that want that 3rd or 4th permit more. I really do not know what else to say. I will see you on the 11th to voice my opinion against this measure.

Brad Diamond

From: jon mate [mailto:jonmateca@yahoo.com]
Sent: Wednesday, January 05, 2011 3:58 PM
To: City Clerk
Subject: NO Hermosa Parking Increase

Hermosa extended metered posts to midnight and now this?

Real smart putting something like that in your car...

Now people will break into my car for it. Thanks a lot.

Just greedy. Guest passes \$300.00? What?

This is a beach community not downtown New York City.

Charge additional cars more not individuals or guest passes.

RECEIVED
JAN 05 2011
COMMUNITY DEV DEPT

parking

From: Ryan Lee [ryan@thepitchingmachine.com]
Sent: Wednesday, January 05, 2011 2:18 PM
To: parking
Subject: questions regarding proposed parking prices

To whom it may concern,

My name is Ryan Lee and I live at 2926 Hermosa Ave, Hermosa Beach, CA, 90254. My phone number is 310-662-1076. I was wondering if you can tell me:

1. What is the reason for the proposed parking permit increase?
2. Who is responsible for proposing the increase?
3. Is that person a council member and how do I contact them?
4. Is that person elected or appointed and when is the next election?
5. Why does the proposal suggest as much as a 650% increase in parking fees?

Thanks.

Ryan Lee

parking

From: MaggieCassidy8@aol.com
Sent: Wednesday, January 05, 2011 2:41 PM
To: parking
Subject: Proposed Change to Preferential Parking

Dear Mayor and City Council:

This is to register my **very strong opposition** to the proposed increase in the resident parking fees.

At this time of economic hardship, the suggested increase in preferential parking fees is outrageous.

If you are trying to generate new money for the city, then cut staff or cut programs, but do not raise these fees on the residents. We cannot continue to pay for non-essential programs with this type of fee increase. Charge more to give the town over to the annual bike ride events, volleyball tournaments, educational foundation, sister city, fiestas, art walks, artificial snow events, etc., but start giving the residents a break.

If this is really your typical meaningless consultation and a change in fees is inevitable, then there must be an exception for the elderly (62 years and older), i.e., their fees should remain frozen at last years rates or even free. Most of those residents are on fixed incomes and any such increase would be a hardship for them.

Thank you.
Laurel Roberts
P.O. Box 594
Hermosa Beach

parking

From: Jeffery J. Carlson [CARLSONJ@cmtlaw.com]
Sent: Wednesday, January 05, 2011 1:26 PM
To: parking
Subject: Increase in Preferential Parking Program

I own two homes in Hermosa Beach, one located at 68 17th St. and the other at 71 17th St. I have owned them for approximately 25 years. I am being taxed and assessed service fees to death! There is no reason to raise the residential parking permit by 150%.

My recommendation is that you cut back on the unnecessary and non-essential services. Instead of penalizing the residents, why not assess additional parking fees and/or other charges to the visitors which probably are the source of increased city costs, and not us residents.

Jeff Carlson

parking

From: Lesley Wright [tolesleywright@gmail.com]
Sent: Wednesday, January 05, 2011 1:04 PM
To: parking
Cc: psilva@tbrnews.com; news@easyreader.info; Robb@easyreader.info; dpring@tbrnews.com; estitt@tbrnews.com; annie.beachreporter@gmail.com; letters@dailybreeze.com; peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdvir@gmail.com
Subject: Opposed to Hermosa Beach Ciity Council's proposed resident parking fee increase

Yesterday we received in the mail The Hermosa Beach City Council's Hearing Notice to consider raising HB Residents' parking fees by as much as 750% (\$300 for a guest pass?!!!!).

Let me first state that my husband and I - long time home owners and residents of Hermosa Beach - vehemently oppose these outrageous and completely unfounded increases.

Under what rock have our City Council Members been living? Is it possible these individuals are not aware that property values have plummeted and unemployment rates and home foreclosures are at an all time high? I am stunned into utter disbelief that these elected officials would be so idiotic (I apologize, but there truly is no other word to describe this) as to suggest their residents should shoulder up to a 750% increase in fees for the "privilege" to park on the streets which our property taxes pay to maintain. The City Council's notice refers to the matter as "preferential parking." Are you kidding me? We pay a small fortune in property taxes and other assessments every year to live in this City and should be entitled to park on our own streets free of ANY additional charge.

These proposed fee increases are excessive, arbitrary and if enacted, constitute an abuse of police power in violation of both the US and California State Constitutions. And you can bet someone will challenged them. How much will such a legal challenge cost the City . . . I wonder.

If these increased parking permit fees are enacted, it will mean that my husband and I will have to take money from our annual Hermosa View Elementary School donation to pay for them. Way to steal more money from our 6-year old daughter's education! What a shining moment for our City Council Members!

If the City is so eager to generate additional income, why not increase parking meter fees? What about assessing a higher business tax on the bars and night clubs that lure undesirables from the darkest depths to reek drunken havoc on our quiet City further straining our Police resources? Instead of reaching for the low-hanging fruit trying using some ingenuity to come up with some reasonable solutions that don't harshly punish your already over-burdened citizens.

This is an absolutely irresponsible proposal made at one of the most economically challenging periods in our Nation's history and you can bet it will be remembered come next election.

Sincerely,
Lesley Wright
2050 Manhattan Avenue
Hermosa Beach, CA

parking

From: Sara Loos [saraloos@me.com]
Sent: Wednesday, January 05, 2011 12:30 PM
To: parking
Subject: No way!

We just received your notice about the increase on parking permits that will go before the City Council on January 11th.
I am outraged!! This is a massive increase for no reason!!!!!! We live in a crowded area that has little to no parking. We deal with many, many outsiders crowding our streets even further during the summer months which leaves us with even less parking. Why punish those of us who are trying to enjoy our small town beach life? Give us one (or two or three) good reason(s) for why such a massive increase could possibly be warranted, PLEASE!

Sara Loos

Empowerment Coach
Choosing Well, Inc.
www.choosing-well.com
saraloos@me.com
310-488--5543

parking

From: Nick Bicanic [nick@purposefilms.com]

Sent: Wednesday, January 05, 2011 2:04 PM

To: parking

Subject: regarding the proposed Preferential Parking Program

I am writing to comment about a recent information card that was put through my mailbox at 1642 Hermosa Avenue.

I have lived in Hermosa Beach for just over 2 years and I really enjoy living here. However I was astounded to read the council's suggestion that the resident parking fees are more than **DOUBLED** in amount.

Especially because in the large majority of instances residents will be forced to pay whatever the parking fees are - the choices are either to move - or to park illegally. Neither of which are particularly appealing for most people.

so I will be attending at 7:30pm on January 11th to hear the justification for this fee hike and participate in the discussion.

Nick

parking

From: Paul Gerhardt [saltysailor22@yahoo.com]
Sent: Wednesday, January 05, 2011 1:38 PM
To: parking
Subject: Fw: parking permits

----- Forwarded Message -----

From: Paul Gerhardt <saltysailor22@yahoo.com>
To: parking@hermosabach.org
Sent: Wed, January 5, 2011 1:32:54 PM
Subject: parking permits

Gentlemen- I am strongly opposed to the proposed new permit fees. We now have 2 resident permits (cost \$80) plus one guest permit (cost \$40), total \$120. The new proposed fee is \$200 for our 2 permits plus \$300 for the guest pass, total \$500, an increase of more than 400%. I would be in favor of a cost of \$50 per permit and guest pass, total \$150.

I realize the city is short of funds. One of the major reasons is our overlarge police force, necessitated by the downtown bar scene. There is little benefit to the residents, who rarely see a patrol car. All of the cops are downtown controlling the drunks, and benefiting the bars.

I suggest an annual entertainment license with a substantial fee plus a % of gross sales or larger fee per drink for the bars. This would give you much better control of the bars plus the money toward the cost of policing the bar scene. The excuse given in the past re the Comedy & Magic Club is hard to swallow when you consider all of the clubs and bars in Redondo, including new ones, which seem to operate under this system. It is past time for our City Council to work for the residents and stop worrying about the bar owners.

parking

From: fuhs@alumni.caltech.edu
Sent: Wednesday, January 05, 2011 10:40 AM
To: parking
Subject: OPPOSE RESIDENTIAL PARKING PERMIT FEE INCREASES - LETTER ATTACHED

TO: City Council Members, Hermosa Beach

My husband and I are long-time residents of Hermosa Beach, living at 1221 Sunset Drive. We are unable to attend the City Council meeting on Tuesday, January 11, because we both have night classes at school that night. However, even though we can't be there in person, we want to protest in the strongest possible way the proposed increases in the resident parking fees. Stated as clearly as we can: WE ARE OPPOSED TO THE PROPOSED INCREASES IN RESIDENTIAL PARKING PERMIT FEES.

We understand that the City of Hermosa Beach is in financial difficulties, and is probably looking for any way to raise money that it can. However, raising residential parking permit fees unfairly puts this burden on only those residents who live in the "restricted" parking areas. (We are not sure of the technical term for this, but we mean the areas that have meters and/or have street parking limited to a few hours.) If the City needs to raise money, it should raise money in ways which share the burden among ALL residents, not just some of them.

Furthermore, we believe that, if the City doesn't want to consider some non-vehicle-based fee applied uniformly to all residents, it should instead consider:

(1) More enforcement of laws such as speeding, or running through crosswalks when pedestrians are in them. Cars routinely go too fast up and down Pier Avenue, and along other big streets such as Monterey and PCH. And, although the situation has gotten somewhat better with the new crosswalks on Pier Avenue, cars still often go right through crosswalks, ignoring pedestrians. Better enforcement would both make things safer and raise money from the ticket fines.

(2) Better enforcement and/or raising fees for parking tickets, including parking where prohibited by the red lines edging the streets, parking opposite garages on alleys, parking during street sweeping (usually only enforced during the first few minutes of the four hours), etc. Many residents in the impacted areas don't have a choice about parking on the street, but everyone does have a choice of whether to park legally or not.

In conclusion, please find ways to raise money which do not place the burden unfairly on only those residents who live in the "restricted" areas. PLEASE DO NOT RAISE THE RESIDENTIAL PARKING PERMIT FEES.

Sincerely,

Susan Fuhs and David Fink

parking

From: Steve Kelley [steve.kelley@me.com]
Sent: Wednesday, January 05, 2011 10:21 AM
To: parking
Subject: Proposed parking fees

Dear City Council:

We hereby protest the suggested fee increases for resident parking permits.

We understand that city revenues have dropped and you need to raise funds wherever you can. We can empathize. Our family income, which is based on self-employment, has dropped precipitously since the beginning of the recession.

We believe that the proposed fees are excessive. While the increase from \$40 to \$100 for the first permit seems steep, we would reluctantly pay it. The \$300 fee for the guest pass, however, is outrageous. We keep a guest pass for occasional use by visitors. Perhaps twice a year, we lend it to out-of-town guests who spend the night. This past year, we have lent it to a friend who feeds our cats, waters our plants and sometimes spends the night when we travel to Arizona to deal with pressing family issues.

We understand that some residents may use the guest pass as a permanent parking permit, but we believe that most households use the guest pass as it is intended — for sometime visitors. The guest pass is convenient. We don't mind paying a small increase to have one. But if you charge \$300, we will consider the alternative of daily passes, hoarding quarters or paying parking tickets to save money.

As for the price hikes on additional permits, we were surprised to learn that the city is issuing multiple permits to households. We may be mistaken, but when we moved to Hermosa Beach in 1986, we seem to recall that the city imposed a limit of two permits plus one guest pass per household. No wonder parking at the beach is getting tougher, apart from new dwellings with driveways that take away existing parking spaces. We suggest a reduction of standard permits to two per household. Yes, this move would seem to eliminate a significant source of revenue, but surely you could make up the difference with your efficient parking enforcement team.

As longtime residents, we urge you to reconsider the proposed fees Tuesday.

Sincerely,

Jan and Steve Kelley
411 Bayview Drive

parking

From: LAWRENCE FORDIANI [lof12@msn.com]

Sent: Wednesday, January 05, 2011 1:33 PM

To: parking

Subject: no on increased parking fees

Council members: I'm a 30+ year resident of Hermosa, moving the parking permit fee from \$40 to \$100 is just too drastic. In this economy, it isn't right to institute this type of fee increase. Thank you for your time in reviewing this email.

Lawrence O. Fordiani
Hermosa resident and property owner

parking

From: dangerousj@aol.com
Sent: Wednesday, January 05, 2011 12:53 PM
To: parking
Subject: Feedback on Preferential Parking Program

Dear Sirs,

I received the notice of the upcoming(11Jan) city council consideration of changes to the Preferential Parking program. It appears from the summary the changes are strictly financial in nature...significant increases in the current rates. Is this the case? The only changes are financial? Changed rules/expanded areas etc...

I do have a couple of comments on the proposed changes. If, as I suspect, the changes are being considered to raise more money from the Preferential Parking program, can you provide me with the financial analysis of the expected revenue increase? Have you modeled the dynamics of this type of change in your business model? Have you considered how many people view the pass not as a necessity, but rather a convenience and will opt out of the program altogether or reduce the number of permits they get? Have you considered how many people will not renew their permits and park in the adjacent streets where the permits are not required?

I live at 341 29th Street and have a two car garage that actually holds two cars. In addition, the permits are not required on the east side of Morningside(1/2 block from me) and I suspect many of my neighbors will park there rather than in front of their house causing further parking congestion in those areas...ultimately resulting in expanded restricted parking areas and frustration from Hermosa Beach residents who don't think they will be impacted by this.

Lastly, being a relatively new resident of HB(5 years), I suspect the Preferential Parking program was started to help assure parking for the residents near the beach during summer. With the expanded fees and lengthened time(until 10PM!)...the program now seems to serve another purpose---revenue generation.

I think it is a mistake to view this program as a revenue generation system vs a parking control system. To mix the purposes will serve no one well.

Regards

Jeff Grant

parking

From: Arnie Perkins [arnold.perkins@verizon.net]
Sent: Wednesday, January 05, 2011 12:16 PM
To: parking
Subject: RE: Preferential Parking Program Proposal

Neglected to mention one important factor.

My wife and I are retirees that have lived in Hermosa Beach for over 20 years. We are on a fixed income so every nickel and dime needs to be accounted for. Unlike cities, counties and states we don't have the ability to ignore fiscal management.

From: Arnie Perkins [mailto:arnold.perkins@verizon.net]
Sent: Wednesday, January 05, 2011 11:49 AM
To: 'parking@hermosabch.org'
Cc: Veeta Perkins; Chuck Farah
Subject: Preferential Parking Program Proposal

Dear City Council Members,

When I first heard about the proposed increases in residential parking permits a few months ago I thought it was a joke or someone in the council was smoking 'the funny stuff'.

So, when I received the notice regarding the upcoming meeting I was knocked off my chair in complete shock. You folks are completely insane proposing such a stiff increase for all types of 'RESIDENTIAL Parking Permits. Don't us 'RESIDENTS' already contribute enough to the city coffers. I realize the City of Hermosa Beach has entered agreements w/ the Police, Fireman, Maintenance Worker & Teacher's Unions regarding compensation & pensions that is simply draining the city dry. Our little city is just like the State of California when it comes to fiscal management. The only difference is that you folks operate on a smaller scale. Shame on you !

If additional revenue needs to be raised incorporate a 'city sales tax', increase visitor parking (meter) fees, increase parking citation fees, increase building permit fees, increase business license fees, etc. etc. Of course a novel approach (one you've never have considered) would be reduce city spending, renegotiate union contracts, etc etc. Don't punish the residents for your inability to manage our city and provide fiscal responsibility.

I trust you council members will come to your senses and rethink this outrages proposal.

Respectfully yours,

Arnold Perkins
 637 Manhattan Ave
 Hermosa Beach
 310 372 1045

ps. How about requiring a permit for the new 'sidewalk dining' spots that cafes & restaurants how have access to (ie. Upper Pier Ave Remodel).

parking

From: Mark Weisheit [mweishe@yahoo.com]**Sent:** Wednesday, January 05, 2011 1:10 PM**To:** parking**Subject:** Parking permit fee increase

I just got the yellow notice about the parking permit fee increase, and would like to share my reaction. I think a 250% increase is absolutely unreasonable! The increase on the guest pass to \$300 is even more offensive (since we only use ours a couple days a month, I feel the guest pass should be cheaper than a full-time pass). I understand that local governments are feeling the pain of the recession, but so are we. I would completely understand a 20% or 30% increase, but to more than double it shows poor planning and financial management on the part of our local council. We shouldn't have upgraded Pier Ave (which mostly benefits tourists and a few business owners) if we were going to do it by pulling money from the pockets of locals.

I will try to attend the meeting next Tuesday, but I will likely still be at work (where they have certainly not increased my pay by 250%). Please factor my response into your decision.

Thank you,

Mark Weisheit (& Jon Zamkoff)

1100 Monterey Blvd. #13

mweishe@yahoo.com

415.730.0165 (mobile)

parking

From: Patti Hausler [afooder2@gmail.com]
Sent: Wednesday, January 05, 2011 1:12 PM
To: parking
Subject: raising permit parking
Who's bad idea is this.

1. It was not too long ago that the fee was raised.
2. Is the city looking towards the residence to make up for bad choices made by the city?
3. Hire or have the parking meter people on staff issue tickets in areas that are a problem right now. Ex: Sunset Dr. next to Frito Misto where trucks block street continually even though red lined on both sides of alley and also blocks two driveways from exiting these driveways safely. Which I have asked the city to fix on a number of occasions.
4. The idea to raise the fees to these levels is out of touch with the economics of 2011.
5. What about people on retirement?
6. I could continue but I think you get my point that I am against these outrageous fee increases.

Patricia A Hausler
1322 Sunset Dr.
Hermosa Bch. Ca. 90254

parking

From: parking
Sent: Wednesday, January 05, 2011 4:14 PM
To: 'KATZLV@aol.com'
Subject: RE: changes to parking permits

Elissa-

Just a note about your comment. Regardless of price, one guest permit can be purchased per address and used by any guest regardless of where the guest's vehicle is registered. The issue is to not issue resident permits to vehicles that should have been re-registered in California. Some people have legal dual residency status and they will not be affected.

Thanks for your comment; it will be provided to the Council.

From: KATZLV@aol.com [mailto:KATZLV@aol.com]
Sent: Wednesday, January 05, 2011 3:24 PM
To: parking
Subject: changes to parking permits

Dear City Council,

I just got your postcard in the mail and was very dismayed to see many of your proposed changes to the parking rules. The one item I am most opposed to is that you will not issue permits to cars with out of state registrations. We have owned our home in Hermosa Beach since 1982 and have always had a guest permit. We spend a lot of weekends and summer weeks in Hermosa Beach, even though our primary residence is currently in Las Vegas. Without our guest permit, our daughter will not be able to park.

I appreciate your taking this under consideration.

Sincerely,
Elissa Katz
24 5th Street
Hermosa Beach, CA 90254
(702) 254-6105 - home
(702) 204-7178 - cell

From: STANDROW@aol.com [mailto:STANDROW@aol.com]

Sent: Wednesday, January 05, 2011 1:08 PM

To: City Clerk

Subject: Parking Program

We have received a yellow postcard in the mail regarding the January 11 public hearing. Unfortunately we are unable to attend, but would like to ask some questions and also have a few comments.

1. You are trying to raise the resident parking fee.. Where and what will this money be applied and used towards?
2. Why don't you make the public meters in the residential areas 2.00 per hour so that the "undesirables" don't park there all day and all night and taint the neighborhoods..... We pay very nice money to live here and are tired of seeing "slugs" come into the area. They leave trash all over the streets and think the beach is a breeding place for them....
3. More and more campers are parking on Hermosa Ave. This street is not a Camp ground, it is not Dockweiler Beach, so they should not be able to occupy 2-3 spaces at once for weeks at a time...

I think you have it wrong to increase the resident parking !!!!!!! It should be the daily visitors that need to pay.....

Thank you
Donna and Steve Standrowicz

RECEIVED
JAN 05 2011
COMMUNITY DEV. DEPT.

parking

From: rf anthon [rfanthon@gmail.com]
Sent: Wednesday, January 05, 2011 8:11 AM
To: parking
Subject: January 11 Hearing

I am supportive of increasing the parking permit fees as outlined in the informational notice I received in the mail.

Rich Anthony
1112 Manhattan Avenue

parking

From: Han Nguyen [miss_porky_pig@yahoo.com]
Sent: Wednesday, January 05, 2011 6:37 PM
To: parking
Subject: Parking Increase

I have been a resident in Hermosa Beach for nearly 10 years. I do not agree with the City's proposal to increase the residential parking permits. The proposed increase from \$40 annually to \$100 (including the \$100 increment in additional guest passes) is atrocious. This seems punitive for the residents. If there is an increase, make it \$5 - \$10. The City cannot justify making this increase.

Please find other ways to increase the City's income - my suggestion would be to go after the non-residents who come into our city. Find ways to get money from them, not from those who live here and already pay taxes. Thank you.

parking

From: John Ball aol account [jenisonjb@aol.com]

Sent: Wednesday, January 05, 2011 11:16 PM

To: parking

Subject: Comment on council meeting the 11th

I am a local resident for 20 years and I am not able to attend the meeting about the parking permits on the 11th. I just wanted to make the comment that I really don't approve of the proposed parking permit rate hikes. Property owners already pay high property taxes around here and don't need more fees added on. Renters already pay high rents. I own my own home and mostly park in my own driveway and not on city streets but sometimes I have need to do so, so I buy a permit each year. I surely don't want to pay the rates that are being proposed.

In addition, if revenue is the problem, or parking problems with overcrowding etc, then I propose the funds be found another way. The fees will penalize renters in the Hermosa area and landlords too. What is wrong with "out of state" registrations as long as they show proof of residency? Why should those people not be allowed permits? If anything, I think the 1st and 2nd parking permits per "LOT" should go up to \$50, the third and beyond should jump to the \$300 mark. This will start charging properties that have multiple cars and overcrowded buildings. In fact the third permit should be \$400.

I think that we should not keep "sticking it to the residents" in Hermosa and charge the "out of towners" the fees if money is a problem. "Out of towners" cause overcrowding, problems, and more police expenditures. Why not raise the parking meter fees around the pier and encourage locals to walk more and make some revenue from people just here to party. They are not concerned with parking fees anyway.

John Ball
241 Monterey

parking

From: Mike Fay [mikefay@roadrunner.com]
Sent: Wednesday, January 05, 2011 10:25 PM
To: parking
Subject: Re: Preferential Parking Program!!!!
150% increase!!!

This has to be some kind of joke!?!

Unemployment is sky-high, gas prices are on the rise... thanks, City Council... for nothing!

Thinking of purchasing a bicycle.

Sincerely,

Mike Fay

_____ Information from ESET NOD32 Antivirus, version of virus signature database 5693
(20101210) _____

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>

parking

From: Teresa [tmangiagli@verizon.net]
Sent: Wednesday, January 05, 2011 5:07 PM
To: parking
Subject: Parking fee changes

Dear City Council

Im a bit confused its bad enough that the citizens that live close to the beach are forced to purchase a parking pass just to park in front of there own home. But now your going to penalize us more?

In the 1st place we should be given free parking passes. What other city makes their residence pay to park on there own street? Why don't you offer beach parking passes to all home owners in Hermosa beach at a fee so they can park at the yellow meters, enjoy the downtown and beach. And the residence in the beach parking areas pay nothing. We should be able to park for free in front of our homes.

Teresa Mangiagli
Circle dr

Sent from my iPhone

parking

From: tocarole@earthlink.net
Sent: Wednesday, January 05, 2011 4:02 PM
To: parking
Subject: Increase in Parking Permits

I'm writing as a 33 year resident of Hermosa Beach in response to the little yellow "Important Notice" card I received in the mail. Yes, we like the recent improvements and street-scape that were done to the downtown Pier Ave area and we hope those shopkeepers who lost so much revenue and the residents of Hermosa Beach will benefit in the long run for the months of inconvenience. As regards the proposed more than doubled increase in cost for RESIDENT parking permits, the idea is deranged. It is a penalty directly aimed at the very people who live, shop, dine and recreate in the City in which they chose to live and pay taxes. If the City needs more money, they need to raise the fees paid by the people who come in from out of town who use, and often abuse, our beaches, streets, public bathrooms, trashcans, public employees and cause damage to adjacent homes, property and buildings. Those are the same people for whom our lavish and lovely "improvements" have been made to encourage them to visit and spend their money here. Yes, I chose to live in a beach town, and was and remain very aware of the sometimes negative side of so doing. I love my home and I'm proud to be a Hermosa Beach resident, but give me a break! Either get the money from the non-residents OR stop the projects to bring them in, but quit penalizing the homeowners! Carole Stonich

parking

From: Marjorie [mquestin@hotmail.com]
Sent: Wednesday, January 05, 2011 7:20 PM
To: parking
Cc: 'Frank Soto'; 'Marjorie Questin '
Subject: Preferential Parking Program

Dear Hermosa Beach Council:

We are residents of Hermosa Beach and own our home which is located at 186 2nd Street. We feel that this proposed increase to the resident parking permits is outrageous. If an increase in revenue is what is necessary, it would seem to us that another possibility would be to increase the parking ticket fees. This latter possibility of increasing parking ticket fees would be less discriminatory to the residents of Hermosa Beach.

Once again, we STRONGLY DISAGREE with the proposed increase to the resident parking permits.

Sincerely,
Frank Soto, M.D.
Marjorie Questin, M.A.

01/06/2011

105

parking

From: Sam D'Amico [samdamico@earthlink.net]

Sent: Wednesday, January 05, 2011 8:10 PM

To: parking

Subject: Increase on resident parking

I got a noticed on the mail that our small great little city wants to increase our parking permits fees. This has to be one of the biggest worst decision of the century.

Last year I paid \$160.00 for our parking permits with this new proposition I'm expected to pay \$700.00, you tell me what is wrong with this figure? It will be cheaper for me to pay for parking fines than to pay these fraudulent fees, I'm not impressed of our city thinking process with this, I have been a resident for the last 17 years and I have loved I our small community city, but this is going too far .

I would like to know what city official came up with this screwed up idea of making up additional revenue from the city's residents, was this because the lost revenue from the Pier Project? I will make sure that on our next election none of our Politian's I will be voting for re elections.

I have few options that I will adapt if the city will go forward with this "**money making scam**":

1. Stop paying any parking fees (it will be cheaper for parking fines), lost of \$160.00 city revenue.
2. Turn my front lawn into a paved parking lot, I will get 3/4 parking spots.
3. Allow others to use my front lawn for parking, (revenue to me and not to city)

I'm tired of getting screwed by the state/county or city because they can't manage their budgets and my only few options are to go opt these options.

Best regards:

Sebastian D'Amico.

1101 Monterey Bl.

parking

From: Bobby Massoudian [bobbymas@hotmail.com]

Sent: Wednesday, January 05, 2011 5:35 PM

To: parking

Subject: New Parking Fees

Id like to register my extreme displeasure with this proposal and the 7 day heads up you have given people regarding it. I am a homeowner in Hermosa Beach, like many other homeowners I dont have the luxury of a three car garage, we have a one car garage and street parking around us is very limited. Every year my wife and I get two parking permits and a visitors permit. Under your plan our fees would go up 1200%. On what planet are you guys living on?? Do you consider two people parking and a guest pass some kind of a luxury? I realize times are tough, but raising fees that will hurt your cities residents directly is not the way to go, this is ludicrous. I will try to make the meeting, but like most people in this town I will be working at my job, something I suggest the city council does with a little more intelligence and respect for those that have voted them in.

Bobby Massoudian
bobbymas@hotmail.com
310-902-2295

parking

From: Brian Harris [brianharris333@yahoo.com]
Sent: Wednesday, January 05, 2011 5:07 PM
To: parking
Subject: Preferential Parking Program - NO permit increase !!!

Dear City Council,

It is absolutely **absurd** to charge \$100 for residents to park on our own streets. We already pay taxes for our streets.

Obviously this ridiculous increase is being considered because the city needs money, but this is the **WRONG** way to increase revenue.

Instead, the city should charge a **HIGHER BED TAX on hotel visitors** like the city of San Francisco does to travelers who have money and don't live here! San Francisco's bed tax is around 15 percent.

Increase FINES for parking violations. Have the violators pay, not the residents!

On 27th Street there are constantly cars passing on the **DOUBLE SOLID YELLOW LINES** on a daily basis. This is happening every day and yet these violators are never fined. Fine these violators \$300 each time and the city will have more than enough revenue.

Does the city need more money for the Library?

1. Charge an entrance fee for those who are using this service.
2. Charge a higher fee for late book returns.
3. Ask for donations from the extremely wealthy who live in this city.
4. If the extremely wealthy will not support the public library, then close the physical Library and upload and retrieve all needed text information from the internet.

Does the city need more money for parks?

1. Charge a fee to those using the picnic tables. (It is more often visitors from out of the area who use our picnic tables.)
2. Charge a higher fee for the teams using the soccer field.
3. Ask for donations from the extremely wealthy who live in this city.
4. Charge more money to park a car at the parking spaces in front of the parks. (Or switch to metered parking at some parks.)
5. Save money by closing some of the parks as we already have the beaches.

parking

From: nancy winters [newinters@hotmail.com]

Sent: Wednesday, January 05, 2011 9:45 PM

To: parking

Subject: parking fee increase is too much!!

Hello,

I received the postcard about the parking fee increase. That seems like a large increase for 1 year. Can you spread it out and not increase so much at once? From \$40. to \$300. for a guest pass?!! That's over 300% increase?!! A little more gradual increase over time would be nice! The first pass increase from \$40. to \$100. is a little easier to swallow, but more than doubling the amount in 1 year seems excessive. Why not increase by \$10 each year to be more reasonable?

Thank you,
Nancy Winters
5th Court
Hermosa Beach

parking

From: Stephen Goodell [stephen.goodell@verizon.net]

Sent: Thursday, January 06, 2011 7:53 AM

To: parking

Subject: Re: Proposed Increase to Parking Fees

Importance: High

Dear Members of the City Council:

I protest the magnitude of increase to the parking permit fees.

As a resident of Hermosa Beach for 29 years, I've never experienced such an extraordinary increase in any fee or tax. My wife and I live on fixed retirement incomes.

Some questions:

1. Why is the proposed fee increase so outrageously high -- 250% for the first or second permit and 750% for a guest pass?
2. Why is it proposed now during this economic climate we haven't witnessed since the 1930's?
3. How many Council Members buy and/or use parking permits?
4. If revenue to the City is a driving force, then consider enforcing commercial parking infractions? (See illegal parking on Sunset Drive and Pier Ave daily -- peak violation time is 11:00 am - 1:00 pm). Granted, once cited a few times, the revenue will not be sustaining, but the vehicle code will be enforced.
5. If a diminishing supply of resident parking spaces is an issue, consider denial of permits issued to commercial vehicles (A&M Towing on Monterey and 11th Streets -- if they even have permits -- or the 2 or 3 vans parked on Loma Drive and 11th Street owned by an elevator installation business.)

I look forward to more information on the subject, and the continuation of reasonable permit fees.

Respectfully,

Stephen Goodell
1322 Sunset Drive
Hermosa Beach

parking

From: Joseph Symond [josephsymond@yahoo.com]

Sent: Wednesday, January 05, 2011 6:14 PM

To: parking

Subject: Preferential Parking Program

Today I received the notice of hearing on January 11, 2011 with regards to changes proposed to the Preferential Parking Program and wish to add my comments.

1) The change in fees is excessive, to the point of being offensive to the Residents of Hermosa Beach.

2) Parking permits are designed to provide 'Preferential Parking' to Hermosa Beach residents, particularly at meters with 'yellow' posts. However, these yellow meters represent a very small portion of the total meters available in Hermosa Beach, and despite already paying a \$40 fee for 'preferential parking', quite often there is no such thing - especially in the summer months.

3) IF - despite all wisdom that should dictate otherwise - the City decides to increase the preferential parking fee by ANY amount, then the City should also paint EVERY parking meter in Hermosa beach yellow, and in fact REMOVE some of the unnecessary red zones in favor of more parking (example - 15th st above PCH) so as to give ALL permit-paying residents a fair opportunity to find a 'FREE' parking space that has already been paid for in advance through the purchase of a 'Preferential Parking' permit. This needs to include ALL meters on the newly developed Pier Ave strip, and the re-painting of existing yellow meters that have faded and discolored so much, that both residents and parking enforcement alike have difficulty in distinguishing whether the meter is actually yellow.

4) Residents who pay for any parking permit should not even have to think about paying a penny more for parking anywhere in the City of Hermosa beach. Achieve this, and you MAY see acceptance in some type of price hike. But \$100, \$200 and \$300 is just ridiculous. Especially when you're asking for this money from hard-working residents who barely made it through the global financial crisis, and parents who may have 2 or more children of driving age each with a vehicle living at the same address.

Not a very well thought out program in my opinion.

Joseph M. Symond
Hermosa Beach Resident since 2000

parking

From: Hermosa [hermosavb@yahoo.com]

Sent: Thursday, January 06, 2011 9:01 AM

To: parking

Subject: Parking Permit Fee Postcard I received in the mail

Wow, a 150% minimum increase in one year. The postcard gave no explanation, but what is the problem we are trying to solve?

My biggest beef would be the price difference between the hanging guest pass and the sticker permits. Why would a sticker permit used daily be 3 times cheaper than a guest pass which will only get occasional use? I guess my mother-in-law won't be visiting this year.

If the goal is to reduce the amount of permits and not raise revenue, there are better methods.

The database of registered vehicles for each address should be purged or verified. Many of these vehicles aren't still in possession of the resident on record.

Why not cap the total amount of permits to 2 or 3 per address without graduated pricing.

I like the rule prohibiting permits for out-of-state registration.

Keith Kabealo
310-345-6264

1/7/11

JAN 06 2011

ADMINISTRATIVE DEPT.

From: laura oz [mailto:lohermosa@hotmail.com]
Sent: Thursday, January 06, 2011 9:15 AM
To: City Clerk
Subject: Proposed increases to Hermosa Parking Permits

Hermosa Beach City Clerk –

Please pass along to the City Council my opposition to the proposed increases to the Hermosa Parking Permit with the following exceptions.

A moderate increase in the parking permit should be considered. Perhaps \$50.

A moderate increase in the guest pass should be considered. Perhaps \$75.

The parking permit system is to lessen the burden of the impact of street parking close to the beach, not to unfairly tax the citizens who live there and have friends who visit. The purpose of the permit system is not to provide income for the city.

I am sending this message now, because I am hosting a charitable event on January 11, and I'll be late to the public hearing.

Thank you,

Laura Cezachowski

232 The Strand
Hermosa Beach, CA 90254

Yu-Ying Ting

From: Barbara Seeley [barbaraseeley@me.com]
Sent: Thursday, January 06, 2011 1:44 PM
To: Yu-Ying Ting
Subject: Parking Permits

I am disappointed that my husband and I will be out of town for the public meeting Tuesday evening. Hopefully the town hall is inundated with protesting citizens. What on earth is the city thinking? Especially considering the current economy and so many people jobless. We are retired, on a fixed income, this hurts. We have 4 young tenants in an apartment we own who are struggling to make rent. One of these tenants is a couple who just had twins. How will they be able to afford this?

This increase is ridiculously excessive and you know it. The city will bring the wrath of the community upon itself and hopefully a close inspection of the city's finances. What wasteful spending has been incurred that the citizens should suffer for?

Barbara Seeley

parking

From: Shearer, John [jas2412@lausd.net]
Sent: Friday, January 07, 2011 11:11 AM
To: parking
Subject: Preferential Parking Program Proposed Changes

Dear Hermosa Beach City Council,

My wife and I would like to share our thoughts for you to consider when making changes to the Preferential Parking program. We will comment on the five issues listed on the yellow postcard you mailed to residents.

1. The resident parking permits fee increases are too severe. As a compromise, we can understand a slight increase from \$40 to maybe \$50, but \$100 is a 150% increase! Second, third, and additional permits could be successively slightly more expensive.
2. We agree with the proposal to not issue parking permits to out-of-state vehicles unless the vehicles are owned by students or military personnel.
3. We agree with increasing the driveway permit fee from \$44 to \$54 as a one-time fee.
4. We would like a compromise on the daily pass fee from \$6 to \$8 (not \$10).
5. We do not know what the impact of changing the employee permit fee would be on businesses. We would not like to see the fee increase if it would be harmful to the businesses affected.

My wife and I have lived in Hermosa Beach since 1985 (and the South Bay since 1954/55). We were lucky to buy an affordable house in 1995. We are concerned about the gentrification of the Beach Cities. I teach high school English and my wife is a hairdresser. Please don't drastically increase the resident parking permit fee. These are difficult economic times, and a 150% increase from \$40 to \$100 for a resident parking permit fee is too much. Thank you for your consideration of our concerns.

Sincerely,
John and Carmen Shearer
736 Hermosa Ave.
Hermosa Beach, CA 90254-4450

parking

From: Coar, Celeste [cxc4968@lausd.net]
Sent: Saturday, January 08, 2011 4:07 PM
To: parking
Subject: Appalled by proposed fee increase for Guest Pass

Good Afternoon Council Members,

As a resident of Hermosa Beach for over three decades, I am appalled by the proposed fee increase of a Guest Pass. I am a homeowner on an alley where there is no metered parking in our area. Throughout the year, including the Preferential Parking months, I require the services of a painter, or plumber, or gardener. I need an affordable pass for them to use during these visits.

What is the solution?

Should you members vote to change the guest pass to \$300.00, please make allowances for exemptions for hardship cases and alleys where there are no public spaces on the 'street', or metered parking in the area.

These are some of my proposals to consider:

- * Let the homeowner purchase a Day Guest Pass in these instances.
The cost could be comparable to metered parking, and a given number of passes could be allotted, and dated for the day.
- * Provide a discount for retired residents living on a limited income.

Thank You,

Celeste Coar
2004 Loma Drive

parking

From: Kbhbk@aol.com

Sent: Tuesday, January 11, 2011 2:41 PM

To: parking

Subject: Preferential Parking Program

TO: Hermosa Beach City Council
FROM: Katharine and Robert Bergstrom

RE: Changes to the Preferential Parking program

While it appears that fee increases for residential parking permits and guest passes have been considered for the purpose of raising revenue, was there any other objective for this change in the fee structure? Obviously, it is a tremendous increase and might be justified if it encouraged residents to use their garages for vehicular parking as required by ordinance.

In this regard, we would like to recommend a two-tiered fee structure; one, apply the increased fees to those who have no garages or use their garages for other purposes, and, two, maintain the present fees for those who use their garages strictly for vehicular parking and are willing to submit to inspection to verify such use.

No one would be required to submit to inspection unless they wanted to qualify for the lower fees.

We hope you give this your thoughtful consideration.

Thank you

01/11/2011

parking

From: Chris Funkhouser [cfunkhou@gmail.com]
Sent: Friday, January 07, 2011 6:55 PM
To: parking
Subject: Parking Fee Increases

Hello,

My name is Chris Funkhouser and I live at 82 16th St. I personally think the fee increases for parking passes are absolutely ridiculous.
An 250% increase? That seems very extreme. Worst of all is \$300 for a guest pass. My guests never find parking as it is, why pay \$300 for something that is very rarely useful? I will be very upset if these changes go through.

-Chris

parking

From: David Martin Hershey [dmhsd@adelphia.net]

Sent: Thursday, January 06, 2011 10:37 PM

To: parking

Subject: 150% resident parking tax increase

Dear Mayor Tucker and Members of the Hermosa City Council,

Please do not massively raise the tax on beach area residents parking at this time.

We are in the worst economy in CA in more than 50 years. Many non-government workers are struggling monthly just to pay the rent and put food on the table.

This massive tax increase will hurt the poorest people in Hermosa the most: the renters who have no off-street parking.

They have no choice whether to buy the passes or not. For residents who have off-street parking, it is a frill they can choose to do without- and many will at \$100.

The tax is also unfair, because it singles out one small group of residents. A fair parking tax would put a small tax on every registered vehicle in the city. Spread the pain.

We are in an unprecedented crisis. The budget situation is terrible. You must do what every other surviving business and family in CA has done over the last 2 years.

Please do whatever it takes to live within your current or reduced projected income. Raising taxes and "fees" at the bottom of a near depression is the worst possible solution.

Suggestions for avoiding city bankruptcy as the CA state government crashes next year:

First, immediately lay off 20% or more of all city workers from top to bottom.

Second, completely eliminate all non-essential city expenditures not concerned with health, safety, or infrastructure maintenance. These frills can be restored if the CA economy ever recovers.

Third, cut every remaining line item in the budget by 10% or more. Many

01/10/2011

surviving businesses have had to cut their budgets by 50%, and have laid off 50% or more of their employees.

Fourth, move immediately towards privatization of every possible essential city service, including fire protection and administrative tasks.

The fewer government union workers the city employs, the better the long term prospects for it's financial survival.

Thank you for your consideration,

David M. Hershey
36 year Hermosa Beach resident
424.241.3809

parking

From: mr g [claymore@eml.cc]
Sent: Friday, January 07, 2011 4:05 PM
To: parking
Subject: mostly happy resident

Gavin Schuette
60 15th St A
Hermosa Beach CA 90254

I think the parking fees are too steep. I don't think the new sidewalk construction which many deem as overly fancy should be financed by car owning residents. 40 to 100\$ is 225% jump. The guest pass being 300 is utterly ridiculous. Who came up with these figures? Also who can I ask to convert some of the silver meters around 15th st that are idle 95% of the time at 6pm to yellow resident pass friendly spots? The move a few months ago to make those meters run until midnight has made it a living hell on street cleaning days for residents such as myself who don't have a spot.

Please do not raise these rates to such inordinately high figures. I suggest allowing the lot at the hermosa av and 15th st to become more parking and in effect have someone build a 4 level structure like the other one including an underground level if needbe. I am sure there are contractors eager to make the project larger.

I had some lady canvassing to block the project and I was like are you crazy? The biggest problem with this paradise we call hermosa beach is parking! We need many more parking structures!! Not short sighted people blocking good projects. I did look the project up online and saw that they had added a restaurant or something; I think that is a bad idea. Let the space go toward maximum number of parking spots.

rant over

Thanks for listening to honest opinions and a mostly happy resident.
Gavin Schuette

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<http://www.fastmail.fm> - IMAP accessible web-mail

parking

From: Robert Hayashi [robertnorma@sbcglobal.net]

Sent: Friday, January 07, 2011 2:13 PM

To: parking

Subject: Hemrosa Incr Parking Permit Fees

Hermosa Beach City Council,

1. PARKING PERMIT - This is request to NOT increase parking permits 250% for the first permit of \$100 and \$200 for a second permit (500% incr). I am a landlord who provides permits for tenants because it takes much much longer to rent out the apts. I'm OK if the fee is increased gradually. Everybody's hurting in this economy, don't add gasoline to the fire.

2. VEHICLES WITH OUT OF STATE REGISTRATION - Some of my tenants are from out of state and are on work assignments for 6 mths. Denying them permits is discrimination.

I plan to attend the City Council meeting, 7:30pm on 1/11.

Thank you,
Bob Hayashi - landlord.

01/10/2011

parking

From: Sharkey, Jeffrey L [JLSarkey@directv.com]

Sent: Friday, January 07, 2011 1:53 PM

To: parking

Subject: Increases to resident parking permit fees

Dear Sirs,

I received a postcard indicating that the city is considering raising the resident parking permit fees.

Under normal circumstances it would be completely understandable for the city to raise fees by reasonable amounts when the budget is tight.

But this proposed increase would raise fees by anywhere from 150 % to 650 % above their current rates. This is outrageous. When is the price of anything ever raised by 650 % ?

I urge you in the strongest terms to reject this outrageous and unfair fee increase.

Sincerely,

Jeff Sharkey

2 Second Street, Apt A
Hermosa Beach, CA 90254

01/10/2011

parking

From: Kathy Palmer [ke.palmer@verizon.net]
Sent: Friday, January 07, 2011 11:03 AM
To: parking
Cc: Patrick R. Marsh-Weigand
Subject: Parking Permit Increase Public Hearing

To Hermosa Beach City Council,

I am astonished to the hike in parking pass fees!! At a time where unemployment ranks the highest in the country, you want to double the residential passes and increase guest passes by 7x more than originally charged.

I will be spending over 500 for parking permits. That is almost the same amount as my car insurance for the year. I realize that we are surrounded by million dollar homes but there are many middle class renters in Hermosa Beach that cant afford such costly parking permits. The only people who will be able to afford the guest passes at 300 are the wealthy and that's NOT right.

I've lived here for 9 years and the parking passes never have gone up. I have no problem with an increase in parking fees but something more realistic and affordable. Suggestion: 65 for the first and second permit and 75 for third permit and 100 for each additional permits and guest pass.

Thank you for your time,

Kathy Palmer & Patrick Marsh-Weigand
Hermosa Beach Resident
310.318.9263 Hm
310.496.2695 Fx

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parking

From: KnappRuth@aol.com**Sent:** Friday, January 07, 2011 1:20 PM**To:** parking**Subject:** Preferential Parking Program

Preferential to whom? I am fortunate to have been a HB resident since 1955. HB has was a friendly place to live until the present city council has come up with restrictions that can only described as punitive in nature. It is impossible to invite family members over for a summer barbeque because the one-hour parking restriction was extended to 12 midnight. Who benefits from this arbitrary penalty imposed on us? Now our council has decided that we are an affluent bunch and we can afford to pay any amount they want to charge us to park on our public streets. So what if we can afford it! What arrogance, you've got it, we want it, we are entitled to it. That is how criminals justify stealing. I have been around a long time. When parking permits were first initiated we were told that the \$15 fee would not increase. I cannot attend the meeting January 11, but it does not concern me. I know you will do what you want to do regardless of the public's interest.

Ruth Knapp
232 30th Street

01/10/2011

parking

From: John Giakouminakis [jgiakouminakis@gmail.com]

Sent: Friday, January 07, 2011 1:01 PM

To: parking

Subject: Against Raising Parking Fees

Hello,

I live at 2020 Hermosa Ave #10, and I received the notice in the mail regarding the consideration of raising fees related to the preferential parking program. Although I will not be able to attend the meeting on Tuesday January 11, I did want to send an email and voice my opinion that I am against the proposed fee increases. If an increase is necessary in order to raise funds for the city for programs that benefit its residents that would be acceptable if the increases were reasonable (e.g. from \$40 to \$60 for a resident parking permit) but the current proposed fee increases are beyond reasonable (e.g. \$300 for a guest pass).

Sincerely,

John Giakouminakis

01/10/2011

parking

From: Ryan Lee [ryan@thepitchingmachine.com]
Sent: Friday, January 07, 2011 12:12 PM
To: peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com
Cc: parking
Subject: Hermosa Beach proposed parking permit program changes

Gentlemen, my name is Ryan Lee and I live at 2926 Hermosa Ave in Hermosa Beach. My cell phone is 310-662-1076.

I got your e-mail addresses off of the following site: <http://www.hermosabch.org/elected/council/>

It was recently made aware of the proposed Parking Permit Program fee hikes and I wanted to know where you (personally) stand on the issue. Unfortunately I will not be able to attend Tuesday's council meeting and would like to voice my opinion to you first.

If you would reply with your answer to the following questions, I would really appreciate it.

- Other than residents, who initiated the discussion on problems with the parking permit program?
- Do you support the fee increases?
- Do you use the term "abuse of permits," or do you believe that the righteous use of a permit that was justifiably issued by the city and paid for by a resident is not an abuse?
- Do you agree that people should be able to fill their garages with anything (legal) they want?
- Do you agree that the proposed hikes unfairly penalize people who live in larger units (i.e., 3 people who live in a 3 bedroom house and have 1 car each will be paying **MUCH more per person** than 1 person who lives in a 1 bedroom house who owns 1 car).
- Do you agree that the above explanation describes a form of a progressive tax?
- Do you agree that a 650% increase in a given year on **any** cost is unfair for people who are already in mortgages or leases and who live there on good faith of being able to continue living there? (e.g., a Guest pass would go from \$40 to \$300)
- Do you believe Hermosa Beach residents should be allowed to have guests over from time to time to visit our great city?
- Is the council going to vote on this issue on Tuesday?
- What kind of public response will it take for you to vote "no" on the proposed increase?

Thanks for your time and service to the city.

Sincerely,
 Ryan Lee

01/10/2011

parking

From: Cinergyinc@aol.com
Sent: Friday, January 07, 2011 10:09 AM
To: parking
Subject: PARKING PROGRAM

To the Hermosa Beach City Council:

We are currently out of town and can not attend the January 11th meeting but are concerned about the proposed changes to the Preferential Parking program.

Living in the "impacted area" of Hermosa Beach for over 22 years, we have accepted the fact that living so close to the beach and Pier has a number of frustrations; including loud noises when the bars close, trash left on our property, horrible traffic and difficult-to-find parking.

We have understood the need for a parking permit program for our area and have been willing to pay the annual \$40 fee for this service.

We are shocked, however, to find out that the Council is considering increasing the rates so steeply!!!

- Is it paying for the recent improvements on upper Pier Avenue?
- Is it offsetting the loss of parking space revenues from upper Pier Avenue?
- Is this steep increase due to a budget shortfall?

If so, why should only the impacted area be penalized? Why not charge a fair parking permit fee to all residences in all areas of Hermosa Beach?

If this has nothing to do with Pier Avenue but simply a budget problem, again . . . why should only our area be forced to pay?

We can understand a modest increase . . . but your proposed increases are outrageous!!!

Please reconsider this carefully, and should you have any questions, please do not hesitate to call or email us.

Regards,

Rich and Cindy Aylward
207 8th Street
Hermosa Beach
T: 310.937.4444
E: cinergyinc@aol.com

01/10/2011

parking

From: Rwnugget@aol.com
Sent: Friday, January 07, 2011 9:37 AM
To: parking
Subject: Parking Permits

City Council Members,

I would like to protest the absurd rate hikes to the Preferential Parking Program. I have a car, my wife has a car, my son (Mira Costa) has a car and my son away at college has a car (who will be home for the summer with his car when the permits are necessary). My total due for parking stickers (guest pass included) will be \$1000.00. I understand the economic turndown has affected everyone (I'm in construction) but what you are proposing is nothing short of extortion. The permits area residents already pay the highest property taxes (based on property values) in the city and this proposal seems to say "we'll charge them since they can afford it". I sincerely hope this proposal is put in the trash where it belongs.

Thank You,
Bo Webber

01/10/2011

parking

From: Cinergyinc@aol.com
Sent: Friday, January 07, 2011 10:08 AM
To: parking
Subject: PARKING PROGRAM

To the Hermosa Beach City Council:

We are currently out of town and can not attend the January 11th meeting but are concerned about the proposed changes to the Preferential Parking program.

Living in the "impacted area" of Hermosa Beach for over 22 years, we have accepted the fact that living so close to the beach and Pier has a number of frustrations; including loud noises when the bars close, trash left on our property, horrible traffic and difficult-to-find parking.

We have understood the need for a parking permit program for our area and have been willing to pay the annual \$40 fee for this service.

We are shocked, however, to find out that the Council is considering increasing the rates so steeply!!!

- Is it paying for the recent improvements on upper Pier Avenue?
- Is it offsetting the loss of parking space revenues from upper Pier Avenue?
- Is this steep increase due to a budget shortfall?

If so, why should only the impacted area be penalized? Why not charge a fair parking permit fee to all residences in all areas of Hermosa Beach?

If this has nothing to do with Pier Avenue but simply a budget problem, again . . . why should only our area be forced to pay?

We can understand a modest increase . . . but your proposed increases are outrageous!!!

Please reconsider this carefully, and should you have any questions, please do not hesitate to call or email us.

Regards,

Rich and Cindy Aylward
207 8th Street
Hermosa Beach
T: 310.937.4444
E: cinergyinc@aol.com

01/10/2011

parking

From: sologigolos@juno.com

Sent: Friday, January 07, 2011 7:58 AM

To: parking

Subject: parking pass

it is unfair to charge \$300 for the (mirror-hanging) guest pass, and only \$100 for the window sticker. i use the hanging "guest pass" instead of the window sticker, since i drive a variety of vehicles (some rental cars, some from work). i do not park more than one vehicle per day. i do not take more than one parking space. for me, the mirror-hanging guest pass is ideal, and the window sticker just wouldn't work, since i don't necessarily drive the same car everyday.

also, you should not allow large RV's to take more than one parking spot, and pay for only one parking pass.

tom montell 814 the strand, hermosa beach

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01/10/2011

parking

From: loistnkrbell@aol.com
Sent: Friday, January 07, 2011 9:17 AM
To: parking
Subject: Insane increase in Resident parking!

TO WHOM IT MAY CONCERN:

I am a senior citizen, living in Hermosa for many years. I can't believe that the fees are MORE than doubling for resident parking! You are punishing the residents not the tourist! Why not raise the parking meters instead. Many seniors here are Living on a fixed income and this crazy fee increase will be a hardship on many people. Especially with this economy, it's just one more hardship to endure.

As it is many times I have to park several blocks away from where I reside because visitors/tourist to Hermosa have use our parking. Trust me carrying my groceries blocks is not fun.

I live on Manhattan Ave. and feel it should be "Resident only" parking. I know many streets in other towns have that.

Anyway, more importantly- I hope and pray the the city will not go through will this awful fee increase. I hope that they'll realize that it will be a hardship on their seniors. People who have worked all there lives and deserve better treatment.

Best regards,
L. Foley

01/10/2011

parking

From: Nelson Ciruelas [nciruelas@gmail.com]
Sent: Friday, January 07, 2011 9:18 AM
To: parking
Subject: Proposed Preferential Parking Program Changes
Importance: High

To Whom It May Concern:

I am a resident of Hermosa Beach of excellent standing, currently residing at 307 Hermosa Ave, Hermosa Beach CA 90254. Please allow me this opportunity to voice my opinion that these proposed parking permit fee increases are **OBSCENE**. A nominal increase of 10%-20% may have been acceptable, but a 150% increase for the first permit is ridiculous and \$300 for each guest pass is a sure-fire way to ensure that nobody visits or moves to our city. \$300 for each guest pass? For that cost, my guests should have a reserved parking spot for the 3-4 occasions that the pass would be used! The zone that is designated for preferential parking permits is dotted with vacant rental units, and most of those units do not include secured parking. You can expect those properties to continue to remain vacant as I trust property owners will be passing on these increased fees on to potential tenants. Residents in multi-unit dwellings will have multiple vehicles so you can anticipate numerous move-outs. I regularly see RVs and mobile homes parked on Hermosa Ave, only moved when required for street sweeping days. These vehicles always take 2 or 3 parking spaces. Should the vehicle owners be required to purchase multiple parking passes? Vehicles with out-of-state registration will not be issued parking permits? What sense does that make? How many college students or military personnel reside in Hermosa Beach, compared to the number of folks from out-of-state who are attracted to everything that Hermosa Beach has to offer, but will not move here because they have to pay an obscene price just to park. This is only the beginning...

This would be a terrible decision if the Hermosa Beach City Council moves forward with these parking permit increases. Manhattan Beach and Redondo Beach aren't far away and I'm sure they would be willing to accept all of the Hermosa residents that I have discussed this issue with that would seriously consider abandoning the city over parking issues. With the weak public transportation infrastructure in Southern California, cars are necessary.

There must be a better solution, and punishing the residents in the preferential parking zone, yes I said **PUNISHED**, is not a good way to bring this issue to the table. You should expect serious opposition from residents, including myself!

Feel free to contact me at any time to discuss.

Nelson Ciruelas
310-947-8556

01/10/2011

parking

From: Morri Mohr [mohr41@yahoo.com]
Sent: Friday, January 07, 2011 9:00 AM
To: parking
Subject: Residential parking fee - proposed

Dear Council,

Wow, my parking pass fee would go from \$120 to \$500 if this rate hike goes into effect! This is crazy!

I'm a 44 year resident and parking related issues are a hot-button for me as Hermosa has a bad reputation for being very hard-lined in issuing parking tickets (and this is putting softly). And wasn't the resident parking pass program initiated to "help" the residents in the coastal region (by having a place to park) and to help the city raise revenue by subsequently enabling more tickets issued to non-residents visiting the beach.

So this proposed tax is now penalizing those it was designed to help and I personally think it is over-the-top out of line! As you will be imposing this tax on just a portion of the city's residents.

I totally agree that no permits should be issued to an out of state plate and the other fee increases are at least reasonable.

Sincerely,
Morri Mohr
262 27th S
310.493.7100

Sent from my iPad

01/10/2011

parking

From: Sandy Nitchuk [sandynitchuk@yahoo.com]
Sent: Thursday, January 06, 2011 8:56 PM
To: parking
Subject: Re: permits

At the prices you are suggesting for permits, I will not be renewing my permits for parking & guest permits since when they suggest to come here, I will go to their area or Manhattan Tin Roof or anyplace but here.

From: Sandy Nitchuk <sandynitchuk@yahoo.com>
To: parking@hermosabch.org
Sent: Thu, January 6, 2011 1:21:31 PM
Subject: permits

I would like to congratulate you for your EXCELLENCE in turning people away from Hermosa Beach. I am on a cane temporarily & can't walk very far. I bank at B of A but there is no place to park as the lazy cabbies park all day instead of circling for fares. The bank should take over these places for 15 min. parking for bank customers. I bank in Manhattan. Tried to mail letters at the post office, refuse to go round & round waiting for a place to open up. I use Manhattan drive thru. Tried to help out Friends of the Library by donating books but there was no place to park except for 20 or so "City" parking places that were empty.

If you raise the fees so extravagantly as you say you want to, this will be the frosting on the cake. I know of quite a few people who won't come here to restaurants or shopping.

Hope you have great success in raising your fees to drive anyone who does want to come here away.

01/10/2011

parking

From: Christy McCartney [mccartney.christy@gmail.com]

Sent: Thursday, January 06, 2011 10:29 PM

To: parking

Subject: Unjustifiable Punishment of Residents by Increasing Parking Rates

I have lived in Hermosa Beach west of Valley Drive for fifty years. Parking during certain times of the year has always been an issue. This issue is not caused by the residents, but it is caused by tourists and non-residential parties. Residents west of Valley Drive have been putting up with this announce for decades. In recent years it has become worse as the City Council and Chamber of Commerce have encouraged popular night life hang-outs, pro-volley-ball events, huge Memorial and Labor Day Fiestas, free concerts on the beach, snow on the street, etc.,etc,etc. All this was done to encourage Hermosa Beach to be a destination for tourists as to increase city revenue. The plan has worked and now there is a huge parking problem brought on by Hermosa Beach's popularity

The residents living west of Valley Drive are now inconvenienced even more by the successful popularity campaign initiated by the City Council and the Chamber. Now to add insult to injury the City Council now wants to punish the residents that live close to the tourist areas such as the beach and Pier Plaza beach by raising the fees to park on a public street to an exurbanite amount of money. This is extremely bias against the residents that live in the tourist areas of Hermosa Beach. If the City Council is insistent upon raising parking fees, then the Council needs to be fare and impartial and charge "all residents" the same fee to park on a Hermosa Beach public street no matter where they live. In other word the residents that live east of Valley and PCH should be required to pay the same fee if they want to park on a public street anywhere in Hermosa.

That is the fare and impartial thing to do.

Here are a few other realities that increase parking problems through-out Hermosa Beach:

There are more families living in Hermosa Beach with Children that are of driving age, therefore a family of 4 may have a 2 car garage but 4 family members have cars to go to work and school. Because of economic times children are living at home longer, these children have cars.

Older properties were required to have only one or two garages or parking spaces. Ex.: If a Historical older house near the beach has 4 bedrooms and 1 adult in each bedroom, and all of them work, they will have 4 cars. One car in the garage and 3 on the street.

Newer properties are being built with 4, 5, 6, 7 bedrooms and are not necessarily providing one parking space for each bedroom that could potentially house a person who owns a car. These extra cars will be parked on the street.

In conclusion, as long as Hermosa Beach remains a beach community and a popular tourist destination, there will always be parking issues west of Valley Drive. To financially punish the residents who live west of Valley Drive for this situation is an extremely unfair and irresponsible.

01/10/2011

parking

From: Joe Hellerman [joe.hellerman@biola.edu]

Sent: Thursday, January 06, 2011 6:49 PM

To: parking

Cc: editor@tbrnews.com

Subject: Resident Parking Increase

Dear Public Servants:

Note to Hermosa City Council

Letter to Editor, Beach Reporter

Regarding: Potential changes in Preferential Parking program.

Name: Joe Hellerman, Ph.D.

Resident: 50+ years at 1308 Cypress Ave. Hermosa Beach. [I and my children went through Hermosa schools. ☺]

Comments:

I wish to register my unequivocal opposition to the outrageous 250% increase in resident parking permits that is being considered by our City Council.

I teach in a private university that raised my salary 4% on January, 2011. And now I hear that the City Council is considering jacking up my parking permit from \$40 to \$100 for a first permit?! 5-10%? Fine. Even 20% would be OK.

250%?! C'mon! Please don't do this to us.

We live in a small 750 sq ft. beach cottage that we have intentionally not developed into condominiums (with underground parking) like others on our block, in order to maintain a

01/10/2011

simple lifestyle. This means that I park at least one car on Cypress Ave. daily, under the preferential parking program.

I assume this is a well intentioned attempt to find some revenue during times that are tough for all of us. I understand that. In this case, however, please do not try to solve Hermosa's fiscal woes on the backs of the city's resident tax-payers.

Hermosa families like ours place little strain on our top-rate city services (I can't remember the last time I called HBPD or HBFD, though I am eminently thankful they are there!). But we continue to pay taxes toward such services. And that is certainly legitimate, within reason.

Out-of-towners, in contrast, place significant demands on our infrastructure, and on our police department, in particular. By way of illustration, there was no police presence on Cypress Street on New Year's Eve. There didn't need to be. The downtown plaza was another story. Even on this relatively uneventful night ('only' seven arrests, according to the Beach Reporter), it was quite clear that visitors—not residents—constituted the primary drain upon city services. And not just the HBPD. City workers were sand-blasting what I assume was food, drink, and vomit off the plaza walkway just a couple days after the holiday.

Hermosa needs more money? Don't we all! Let's either learn to live on what we have, or arrange things so that non-residents foot more of the bill. I would favor doubling the fee for a parking ticket, or raising the rates in the public parking structures, before I'd stick the city's residents with an outrageous 250% increase in their preferential parking permits.

Thanks for listening,

Joe Hellerman, Ph.D.

1308 Cypress Ave.

Hermosa Beach

parking

From: Carl Schneider [carl@schneiderbuilt.com]
Sent: Thursday, January 06, 2011 3:24 PM
To: parking
Subject: Against Parking Fee Increases

Hermosa Beach City Council,

My name is Carl Schneider and I'm a long-time resident of Hermosa Beach. I am writing to protest against your proposed parking fees increases. I am unable to attend your public hearing regarding this on January 11th, however, please include this email in that hearing.

These proposed parking fee increases are completely outrageous and unacceptable. Increasing the price of guest passes by 750%, for example, has no precedent and is especially out-of-line in the current economic conditions. If you would like to propose a reasonable fee increase, based on the current economic conditions, then the cost of living should be your basis. The current cost of living increase is around 0%.

I realize that you would like to increase City revenue. However, this is not an acceptable (nor effective) way of achieving that goal. These fee increases will simply result in selling less parking permits and passes and you will anger many residents in the process.

Sincerely,

Carl Schneider, long-time resident
36 The Strand, Apt 1
Hermosa Beach, CA 90254
310-923-6565

parking

From: Phil [nnb@earthlink.net]
Sent: Thursday, January 06, 2011 12:30 PM
To: parking
Subject: Parking Permit Fee

I wish to register my total amazement and disgust with The City of Hermosa Beach's bright idea to raise the parking permit fees from \$40 to ONE HUNDRED DOLLARS. And... raising the guest permits to THREE HUNDRED DOLLARS!!!!!!!

This cannot be taken seriously. Who are you kidding with this? If Hermosa can't afford to run the city, don't take it out on the residents and their guests. Perhaps the city should have thought about its financial issues before the "refurbishment" of downtown.

Phil Bunch
Hermosa Beach resident for life, raised and schooled here for 56 years.

parking

From: Carol Browne [hermosacmb@peoplepc.com]

Sent: Thursday, January 06, 2011 5:11 PM

To: parking

Subject: preferential parking

My second email:

I talked with the community development manager about the proposed increase of rates. I asked why the increases were proposed because this information was not included in the notice. Answer (paraphrased): Because of the number of permits sold, people who live in the "bar district" can't find parking places.....I do agree with that assessment and commiserate with the people who live nthere.. It is almost impossible to find parking ...that's why I walk when I go downtown Hermosa. However, I live ½ block from Valley View Park. After 6 pm there are always places to park....so suggestion: divide the preferential parking into two groups: "bar district" and others...and price accordingly, but this is still putting a burden on the people who live in that area. .

Also, I was **not** notified when the parking restriction where I live, was changed to midnight (from 6 pm)that is a reason I need to buy guest pass.

parking

From: Kiki [kikisice@yahoo.com]
Sent: Thursday, January 06, 2011 12:09 PM
To: parking
Subject: Parking Permit Increase

Good day. I recently received your parking permit rate increase notice. First of all, I would like to understand what is the goal of the increase.

1. Is it to generate additional revenue?
2. Is it to reduce the number of parking permits to allow for greater ease of parking?

Secondly, I find that there is a huge inequity in the community. As a homeowner, I am assessed over \$10k per year in property taxes. I live alone and own one car. However, many of the rentals around me that occupy greater space and house over 8 tenants are in total assessed the same amount. Therefore, I am already contributing more to the community and public funds. In addition, these rentals tend to rarely accommodate adequate parking for their tenants, let alone when each tenant has a guest on big weekends. (I won't even get into the fact that many rentals detract from the landscape, and are operated by slumlords that purchased the buildings before the 80s, have not invested a cent and pretty much operate on 95% margin.)

Why isn't there some sort of accountability for this? For example, permits should not be based upon per apartment, but building. Or there should be an owner occupied exemption at least for the guest permit rate. I am sure that most of the heavily utilized permits are going to renters anyways meaning that your net effect would not be impacted materially by this slight modification to your plan.

I look forward to your feedback.

Regards,
Christel Sicé
514 Hermosa Ave.

Kiki

parking

From: Dorothy Kenney [ebkj@verizon.net]

Sent: Thursday, January 06, 2011 4:25 PM

To: parking

Subject: Increased Parking Fee

I am opposed to the enormous increase in parking fees. Every year the fee has increased. I can understand the city is in need of funds but this is an unreasonable increase. An increase of \$10.00 per permit I could agree to.

Dorothy Kenney

01/10/2011

parking

From: Scott Morse [scott.morse@gmail.com]

Sent: Thursday, January 06, 2011 12:22 PM

To: parking

Subject: Parking Permit Fee Increase

City Council,

I am writing you to dispute the proposed increase to resident parking permits fees. While I'm sure the City needs to increase their revenues, I don't agree with such an increase. As a resident of the community, I do not approve such a measure. The proposed fees are more than double the current prices and increasing revenues should be addressed in another manner. I already receive too many parking tickets even with these parking permits and truly can't afford these proposed parking fees. I will be out of town on Tuesday, January 11 and will not be able to attend the meeting. How can I voice my opinion at the meeting?

Thanks,

Scott Morse
648 Loma Dr

01/10/2011

parking

From: Ellie Jackson [ellie_jackson@hotmail.com]

Sent: Thursday, January 06, 2011 2:15 PM

To: parking

Subject: public hearing jan 11th

I was surprised to see that residents of hermosa should now pay 100 dollars for a permit as the permits already do not secure a parking spot. The fact that I can't park in my own driveway without paying 44 dollars is already enough.

I am ok with guests and non residents having to pay higher fees but not residents, who already pay enough taxes and rent to live in hermosa. if we need to build an additional parking structure for non residents, so be it.

thank you for listening

ellie jackson

01/10/2011

parking

From: Stephen Weinheimer [Stephen.Weinheimer@fox.com]

Sent: Thursday, January 06, 2011 2:20 PM

To: parking

Cc: Stephen Weinheimer

Subject: Preferential Parking Program Public Hearing 1/11/11

I live in the 300 block (316 26th street) of Hermosa and cannot make the public hearing on 1/11/11.

I would like to vote NO to any increase for the parking permit and visitor passes.

Thank You

Stephen Weinheimer
316 26th street
Hermosa Beach, Ca 90254

310 379 9700.

01/10/2011

parking

From: Sandy Nitchuk [sandynitchuk@yahoo.com]

Sent: Thursday, January 06, 2011 1:22 PM

To: parking

Subject: permits

I would like to congratulate you for your EXCELLENCE in turning people away from Hermosa Beach. I am on a cane temporarily & can't walk very far. I bank at B of A but there is no place to park as the lazy cabbies park all day instead of circling for fares. The bank should take over these places for 15 min. parking for bank customers. I bank in Manhattan. Tried to mail letters at the post office, refuse to go round & round waiting for a place to open up. I use Manhattan drive thru. Tried to help out Friends of the Library by donating books but there was no place to park except for 20 or so "City" parking places that were empty.

If you raise the fees so extravagantly as you say you want to, this will be the frosting on the cake. I know of quite a few people who won't come here to restaurants or shopping.

Hope you have great success in raising your fees to drive anyone who does want to come here away.

01/10/2011

parking

From: Adele Gronbach [amgronbach@gmail.com]
Sent: Thursday, January 06, 2011 9:44 AM
To: parking
Cc: Councilman Peter Tucker; Councilman Patrick Bobko; Councilman Michael DiVirgilio; Councilman Howard Fishman; Councilman Jeff Duclos; easyreader@easyreader.info; Paul Silva Editor-in-Chief
Subject: Re: Fw: VOTE DOWN THE PROPOSED PARKING PERMIT INCREASES

Sorry, forgot to sign our names...

----- Forwarded message -----

From: Adele Gronbach <amgronbach@gmail.com>
Date: Thu, Jan 6, 2011 at 9:37 AM
Subject: Fwd: Fw: VOTE DOWN THE PROPOSED PARKING PERMIT INCREASES
To: parking@hermosabch.org
Cc: Councilman Peter Tucker <peter@electpetertucker.com>, Councilman Patrick Bobko <kit.bobko@gmail.com>, Councilman Michael DiVirgilio <mdivir@yahoo.com>, Councilman Howard Fishman <kkfish@earthlink.net>, Councilman Jeff Duclos <jeff@jeffduclos.com>, easyreader@easyreader.info, Paul Silva Editor-in-Chief <psilva@tbrnews.com>

>We have lived in Hermosa Beach for 42 years and love the "small town" community atmosphere. We have seen many changes -- some good and some bad. We have watched our city government make decisions to take away our wonderful lifestyle and replace it with "money generating" businesses that attract less desirable outsiders; i.e. the Pier Plaza Bar Row. Our community family events such as the Beach Concerts, the St. Patrick's Parade and the Christmas Tree Lighting Ceremony have now lost its funding. And, now we received the "Important Notice" from the city raising our annual parking permits to prices that many residents can no longer afford to purchase.

>

>It seems to us that our local government keeps taking away benefits for its residents. And, why, because we have become victims of the exorbitant salaries (for a city of our size), lucrative retirement plans, rediculus perks for our city staff; and, are held captive by public employee unions -- especially the police and fire departments. Somebody has to stand up for the residents who pay the bills -- enough is enough! THE PREFERENTIAL PARKING INCREASES SHOULD BE VOTED DOWN! We live here unlike the contractors, the day labor or whoever else the city sells permits to in order to increase revenues to support themselves. Don't take this away from us too!

>

>One possible alternative is to charge residents \$40.00 each for the first two permits and raise the fees substantially for any additional permits. Then, increase the proposed non-resident contractors' daily rates to \$20 per day.

Chuck and Adele Gronbach

parking

From: Mike Cassidy [Mike.Cassidy@svn.com]

Sent: Thursday, January 06, 2011 12:23 PM

To: parking

Subject: No on Preferential Parking Program Increase!

My family will just stop buying the 2 permanent and one visitor pass we have purchased over the years. It is a luxury item for us to free up parking when we have guests over. \$500 will not happen for us so the anticipated increase in revenue may not be there. There might even be a decrease in revenues.

I think a modest increase will be more effective but one this large will stop us from participating. I suspect we will not be alone.

Thanks for asking.

Michael W. Cassidy
Senior Vice President
Sperry Van Ness

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01/10/2011

parking

From: Steve Riboli [steve.riboli@sanantoniowinery.com]
Sent: Thursday, January 06, 2011 11:35 AM
To: parking
Subject: FW: City Council Hearing

From: Steve Riboli [mailto:steve.riboli@sanantoniowinery.com]
Sent: Wednesday, January 05, 2011 5:45 PM
To: 'parking@hermosabeach.org'
Cc: 'SRiboli@aol.com'
Subject: City Council Hearing

Dear Sirs,

I will not be able to attend the meeting on the 11th due to work issues. However, I did want to state that as a resident and property owner of 122 Neptune, I was shocked and surprised to see these rate increases. I can understand 5% annual increases, but these are huge amounts.

We have 2 parking passes as a family and 1 visitor pass and have purchased these since we moved to Hermosa. We have 5 children who carpool and share 1 guest pass when they visit.

The new proposed fees would cost us \$500, an increase of over 300%. Doesn't that seem unreasonable for those of us who already pay large property tax bills and city fees?

My wife and I are completely shocked that these rates would actually be considered. WE OPPOSE THEM.

Possibly the metered parking fees can be increased or citations for parking at a meter that's expired could be increased to compensate for any budget problems the City of Hermosa may be facing?

I for one know of many beach goers that choose to park in front of our home and let the meter expire knowing the penalty is less than 50\$. It's a small price for them to stay at the Beach all day and evening. Many even stay overnight with the citation in the window. How about raising the citation price to \$80 to help offset?

Your consideration is appreciated,

Sincerely
Steve Riboli
122 Neptune, Hermosa Beach
Property Owner and Resident
818-489-2248 cellular
323-330-8724 office

01/10/2011

parking

From: Adele Gronbach [amgronbach@gmail.com]
Sent: Thursday, January 06, 2011 9:37 AM
To: parking
Cc: Councilman Peter Tucker; Councilman Patrick Bobko; Councilman Michael DiVirgilio; Councilman Howard Fishman; Councilman Jeff Duclos; easyreader@easyreader.info; Paul Silva Editor-in-Chief
Subject: Fwd: Fw: VOTE DOWN THE PROPOSED PARKING PERMIT INCREASES

>We have lived in Hermosa Beach for 42 years and love the "small town" community atmosphere. We have seen many changes -- some good and some bad. We have watched our city government make decisions to take away our wonderful lifestyle and replace it with "money generating" businesses that attract less desirable outsiders; i.e. the Pier Plaza Bar Row. Our community family events such as the Beach Concerts, the St. Patrick's Parade and the Christmas Tree Lighting Ceremony have now lost its funding. And, now we received the "Important Notice" from the city raising our annual parking permits to prices that many residents can no longer afford to purchase.

>

>It seems to us that our local government keeps taking away benefits for its residents. And, why, because we have become victims of the exorbitant salaries (for a city of our size), lucrative retirement plans, rediculus perks for our city staff; and, are held captive by public employee unions -- especially the police and fire departments. Somebody has to stand up for the residents who pay the bills -- enough is enough! THE PREFERENTIAL PARKING INCREASES SHOULD BE VOTED DOWN! We live here unlike the contractors, the day labor or whoever else the city sells permits to in order to increase revenues to support themselves. Don't take this away from us too!

>

>One possible alternative is to charge residents \$40.00 each for the first two permits and raise the fees substantially for any additional permits. Then, increase the proposed non-resident contractors' daily rates to \$20 per day.

parking

From: R. F. [rf90254@hotmail.com]
Sent: Sunday, January 09, 2011 10:27 AM
To: kit.bobko@gmail.com; parking
Subject: RE: City Council - Parking Permit Increase

>>>"We sell many, many more permits than we have spaces - which explains why we have a chronic storage of spaces. That's the issue I'm interested in, not revenue."<<< Kit Bobko

I would like to suggest turning the walk streets into vehicular traffic (again, I don't have the same right as they do in not having vehicles on my street) - they can be one-way streets with parking on both sides or

I don't know the formula but would there be more parking spots if diagonal parking just on one side?. If more diagonal spots per block than parallel spots then also turn one-way 27th Street between Manhattan Avenue and Hermosa Avenue to diagonal spots on the southside (as driveway cuts on northside). If more diagonal spots per block also turn Myrtle Avenue between 25th Street and 26th Street to diagonal on the eastside and no parking on the westside (eastside is North School property for majority of that block). If more diagonal spots per block - do the same with 29th Street between Valley Drive and Manhattan Avenue (which side would be determined by driveway cuts). If more diagonal spots per block from 28th Street north between Hermosa Avenue and Manhattan Avenue alternate those streets one-way with diagonal spots on the sides with the least driveway cuts.

These suggestions would eliminate the chronic storage of parking spots.

Ron

Date: Mon, 11 Oct 2010 06:39:18 +0700
 Subject: Re: City Council - Parking Permit Increase
 From: kit.bobko@gmail.com
 To: rf90254@hotmail.com

Ron, thanks for your e-mail.

I for one am not looking to raise money from residents, although I understand that's the perception. The idea is to find a balance between charging the right fee for a parking permit and having people abuse the system. We sell many, many more permits than we have spaces - which explains why we have a chronic shortage of spaces. That's the issue I'm interested in, not revenue.

I do appreciate you sharing your thoughts with us, and very much appreciate you offering solutions as well.

We're going to look at this issue very closely, and hopefully we'll find a good solution for the City and residents. -Kit

On Fri, Oct 8, 2010 at 1:13 AM, R. F. <rf90254@hotmail.com> wrote:

Michael,

Thanks for getting back to me. Nice to hear back from one out of the five council members.

01/10/2011

BEACH REPORTER (9/30) did say, "The council initially looked into the matter of raising residential parking permit rates in July **to help produce more money for the city**" hence my ideas instead of raising the parking permit rates.

When a property is getting 8, 9, 10 permits is a red flag to me - possibly bootleg units. 356 - 27th Street is listed on www.zillow.com as a single family property. But why would there be 2 mailboxes, one on 27th Street and one on Morningside Dr.? The garage converted into a unit now has all vehicles for both units on the street. Then my trash bill is subsidizing that 2nd unit's trash pickup with that property owner getting additional rental monies.

I am one who thinks it is absurd to be charged to park on the streets that my tax dollars already supports. I read in the DAILY BREEZE that they residents around the Torrance Court complained about court goers using street parking, so a parking permit program was set up there. Those residents getting parking permits at no charge.

Being 1/2 block from Valley Park I could easily not pay for a parking permit and park there, which I will probably be doing with any parking permit rate increase. My only worry there would be Monday morning street cleaning, which then I could park on 28th Street east of Morningside Dr.

Keep the current rate (though absurd to pay to park on the public street). Exempt 2 permits for those 62 and older, like the lighting and utility tax.

Ron

Date: Tue, 5 Oct 2010 22:21:18 -0700
Subject: Re: City Council - Parking Permit Increase
From: mdivir@gmail.com
To: rf90254@hotmail.com

Thanks for the feedback, Ron. You offer a lot of ideas. We're not reviewing permit fees for revenue though. We're reviewing them because a lot of people complain about the spots being overused/oversold. It's led us to think that the fees are too low. I think the baseline you read in the paper is too high but they do need to be increased when many people are buying more than three and four permits and some are buying as many as 8, 9 or 10 permits for one address.

What do you think the rate should be?

Best,
Michael

On Tue, Oct 5, 2010 at 11:44 AM, R. F. <rf90254@hotmail.com> wrote:

City Council:

RE: Parking Permits Increase

01/10/2011

Has someone LOST their mind??!!! Who's idea was this??!!!

1) If the city is hurting for funds, why not just reduce the high city salaries by 15-20%, like private enterprise does? (I received a 22.5% pay cut when Playboy lost their gambling interests) I doubt that the city manager would suggest such (let's just put more burden on the residents), so let the much needed cuts be in the hands of the city council as opposed to this parking permit increase proposal. The city employees have a 4 day week work, with Monday holidays off, then working in paradise to boot – couldn't ask for a better deal in regards to work environment.

2) Or raise the bed tax before raising parking permits. I paid 15% when I visited San Francisco last summer. Let's have Hermosa Beach bed tax match that, as these people are using our city. Have them pay into the city fund for their use of the city.

3) I have seen permits on delivery trucks for use in some cities – as these trucks use those city streets giving them wear and tear. With bed tax and delivery trucks permits – the funds are coming from outside the city, not deep pocketing the people who live here.

4) The city came around to change out the parking signs this season (how much did those new signs cost?) to a 12-midnight new time. I only saw parking enforcement come around twice in early evenings of the new extended time.

Then over the Labor Day weekend I only saw parking enforcement come by on the Saturday, leaving Sunday and Monday with no ticket giving with many, many vehicles in violation of the 1-hour parking.

The 12 midnight and not ticketing over a full 3-day holiday weekend is not getting the full benefit in violations from such parking requirements.

5) Many properties in Hermosa Beach have been allowed encroachment onto city property with just the requirement of liability insurance. This allowing those people to have additional parking just for themselves (along with yard

usage), not the same privilege given to all.

2634 Manhattan Avenue (was allowed encroachment on to city property allowing this

resident 2 additional parking spots – though the city council suggested just 1 and

making that a space “Green Crete” though the homeowner pour 1 huge pad, that the side

foliage along the sidewalk not to exceed so many inches which now has a hedge at 8-10 feet high

and that any planting on the city property had to be approved - but a 25 foot tree on city property on the front northwest corner interfering with other people’s views. This property presently has two non-operative vehicles stored on it).

The Strand home with a side walk-street, along with many walk-street homes, now have two to four more additional parking spots into this encroachment area. A usage value should be charged for all encroachment properties as they are having special private parking (no one else can park there but them). What are those parking spots worth? These people should be charge first for this use before parking permit increases.

6) I know of at least half-dozen bootleg apartments in the radius of the street to the south of me to the one to the north. Since these bootlegs are illegal and nothing is being done about them, the parking permits for those should be higher, since they are taking up more street parking. \$300-\$500 range for each permit on these properties.

356 - 27th Street (appears garage converted into an unit - lose of 2 off-street parking spots)

345 - 27th Court (a garage covered over in stucco – converted to room)

245 1/2 - 26th Street (originally 2 units on the back, 1 a converted garage – then

a 3rd unit added to the front. Someone close to the front new unit said one of the

parking spots converted into an apartment - hence 4 units on what should be just 2)

342 – 28th Street (once had 3 mail boxes)

202, 232, 342 – 28th Street (all with 2 units in the front and 1 additional unit over the garages)

250 – 28th Street (with a lower bedroom turned into an apartment, 3 units instead of the 2 originally built).

I recall the owner of 252 – 26th Court had wanted to turn a garage converted to a room back into a garage. But he said that the city said no, as the spot didn't not meet today's space requirement (was too small). One smaller than code off-street parking spot would have been better than leaving the property with no parking spots. That man and his wife both drove compact vehicles hence leaving both on the street in which one could go into that garage.

260 – 27th Street (had two major remodels over the years but existing parking was

never required to be brought up to code. 2 units, which should have 6 off-street

parking spots, today has none. 2 garages used as rooms and the other 2 for storage)

There are a number of half-lot properties with no off street parking what so ever, like 252 – 26th Court mentioned above, along with 229 – 27th Street, who should not be penalized in higher parking permit rates. There are also a number of early 1900s houses with just one parking spot. Logically these 2 types of property should be taken into consideration on the parking permit fees.

With the proposed higher rates, is the city going to assign parking spots just for our use?

I did mention about outsiders paying their fair share at the start of this letter.

7) Some pro-bicycle enthusiasts talked the city into sharing a traffic lane with motor vehicles (Hermosa Beach was not planned out as many Orange County neighborhoods that could put in bike routes as they were working from a clean slate). But these bicyclists do not follow the California vehicle code with not stopping at the stop signs and signals, speeding, and talking on cell phones. Doesn't Hermosa Beach get a share of traffic citations fines? Would be a "gold mine" for the city fund with the 8 to 10 in a pack that sail through the stop signs to receive citations.

8) Read in the DAILY BREEZE the multiple cell phone citations on a couple hour heavy patrol in Torrance and El Segundo. Again, here are the outsiders paying into those cities' fund. An officer or two on PCH during computer rush

times.

9) TV news said Huntington Beach to charge non-residents \$140 emergency response fee.

Just keep the parking permits at the present rate. Cut and freeze salaries. Look for funding from the outsiders.

It is absurd to me that the residents are being charged to park on the streets that their tax dollars support to begin with. Also parking permit fees should be waived for those 62 year and older, like the lighting and utility tax.

Ron Felsing
rf90254@hotmail.com
10-05-2010

parking

From: khdun@aol.com
Sent: Thursday, January 06, 2011 10:53 AM
To: parking
Subject: Re: City Council Parking Proposal

Pam,

This letter will explain what started the process. Although I was on City Council, I have been remiss about checking agenda items and had no clue about parking permits being discussed until I read an article in one of the papers. History of the beginning definitely helps.

Thanks.
 Kathy

-----Original Message-----

From: parking <parking@hermosabch.org>
To: khdun <khdun@aol.com>
Sent: Thu, Jan 6, 2011 9:08 am
Subject: City Council Parking Proposal

Kathy-

Here is an email that was just sent from one of the people who brought the matter to the Council's attention over a year ago. Feel free to email it to others as it is part of the public record. The complete staff report will be posted online this evening – it will be linked to the January 11th City Council Agenda at: http://hermosabeach.granicus.com/ViewPublisher.php?view_id=4

Pam
 Pamela Townsend, Senior Planner
 City of Hermosa Beach
 Community Development Department
 1315 Valley Drive, Hermosa Beach, CA 90254
 Phone: (310) 318-0242

Dear City Council members:

Since I will be out of the country next week for the parking Public Hearing, I thought I would send you a quick note to get my two cents in.....afterall, I pretty much started this whole thing!

Parking in the so-called impacted area (west of Loma and south of 8th street) has reached a crisis point. On most nights after 6:00 pm and on weekends (especially during the summer), it is often impossible to find a convenient parking spot. Residents who require street parking frequently have to waste time and gas driving in circles or resort to parking illegally and risking a ticket. In basic economic terms, demand for street parking far exceeds the supply of available spaces. Since there is not much we can do about the supply, we need to find ways to attack the demand.

Currently, it is legitimate for property owners in the impacted area to get one window permit for each vehicle registered to the property plus one guest permit for each property. Given the relatively low cost for these permits (\$40), many property owners (including myself) get as many permits as they are eligible for. This easy access to permits has unfortunately allowed property

01/10/2011

owners to convert their garages to workshops, play spaces, and illegal apartments. It is also allows property owners to park on the street during busy periods to reserve garage spaces for their guests. This doesn't sound that egregious except that residents who need these spaces often cannot get them. It is a clear case of "gaming the system." It doesn't violate the letter of the law but it clearly violates the spirit and ultimately it artificially increases demand.

I do not believe that raising the permit prices alone will solve the problem. However, I do think it is a logical first step and will make people who don't actually NEED the permits to think twice about getting them. In other words, it might help reduce demand. I think it is critically important for members of the community to understand that the Council is not increasing fees to increase revenue. Rather it is increasing fees to try to instigate a change in behavior. There are those who may argue that \$300 for a guest permit is steep. But \$300 for the right to park close to the beach 24/7/365 is truly a bargain! If you don't agree then let your guests find and pay for their own parking! Similarly, \$100 for the right for residents to park on the street in this neighborhood for an entire year is a bargain!

In the long- term, we need to find other ways to reduce demand. One way to do this is to not allow residents who have legal off-street spaces to get permits for the vehicles that should be parked in them. In other words, if you have two legal garage spaces, then you should not be allowed permits for the first two vehicles registered to the property. This will require time and money on the front-end to verify the number of legal off-street spaces on each property in the impacted area. However, after the initial expense, this will reduce the number of permits issued and permanently reduce demand. (This in turn poses a problem for reduced revenue for the city which will be compensated for by the increase in cost per permit.)

As far as employee parking, I do not see any reason whatsoever that local business employees need permits to park in the impacted area. The area is almost exclusively residential. Why not put a program in place to encourage local employees to park in the city lots or city parking structure? (Or simply make it a different type of permit.) These facilities are typically under-utilized during normal business hours. Evening employees of downtown bars and restaurants should prefer to be close to downtown anyway. This will have the desired effect of further reducing demand in the impacted area.

On a separate but related note, the Council's plan to allow RV's to continue to park in the impacted area as long as they have one permit for each parking space they use is ludicrous! RV's should simply not be allowed to park on the street in this area. Period. They are dangerous (block pedestrian and driver sightlines), unsightly, take up valuable overnight parking spots needed by residents, and simply do not belong here. They belong in appropriate long-term parking areas or on private property.

I look forward to hearing the results of the Public Hearing.

My best,
Jerry

Jerry Gross
442 Bayview Drive

Pamela Townsend, Senior Planner

01/10/2011

parking

From: MsBru21Jan@aol.com
Sent: Thursday, January 06, 2011 10:24 AM
To: parking
Subject: Parking permit for residents

Good Morning:

Just received the notice with regards to the increase in parking permits from \$40.00 to \$100.00, and another \$100.00 for the second and guest permits \$300.00.

Is there any consideration being given to seniors, many on fixed incomes. We have been residents of Hermosa Beach since 1963, my husbands parents since 1937.

We can understand the raising of fee's but this is too much. For us it would be \$500.00 for 6 months, and it is not very well patrolled. They are many people who do not live in the restricted area, but have these permits.

We are unable to attend the meeting, we have planned an out of town trip. But we are against this raise, unless there is some reduction for Seniors.

Steve and MarySue Brubaker
360-29th Street, Hermosa Beach CA 90254
310-376-3256

01/10/2011

parking

From: Doanerman@aol.com

Sent: Thursday, January 06, 2011 9:52 AM

To: parking

Subject: permits

I encourage to raise the permit fees. I currently have two permits and a guest pass so I would see an increase in my cost however it is needed.

Those of us lucky enough to qualify for a pass have seen the misuse increase. What used to be a garage now has three residents and an address? It is not equitable nor fair for us to park all day for nothing while other residents have to pay \$2 per hour. We should pay for what we get...

With this logic I encourage you also to look at other uses of city assets that are not paid for by those who get the most benefit. Police presence on pier ave.. Understand that lots of revenue is generated for the city but if this is the argument, than start patrolling the strand as our property taxes are also much needed by the city.

Gary Doane
324 The Strand
Hermosa Beach

01/10/2011

parking

From: Susan Miller [sushoaff735@yahoo.com]

Sent: Friday, January 07, 2011 2:16 PM

To: parking

Subject: High Costs to residents

Dear City Officials: The costs for the first and second permit and for guest parking are really high. The percentage of pay hike to residents is really unfortunate. Who decided on such a high percentage of increase? I can see a small hike due to the bad economy, but over a 100% jump to residents is unseemly. (four separate times if one needs 3 permits and a guest permit) We are already paying high property taxes just to live here and then to have our city "fathers" try to tax us like this is unfathomable. We park in the garage but have two resident permits for occasions. We also buy a guest permit. But to be asked to pay \$300 for a guest permit (many times for use with workmen to keep our residence nice) is such a steep increase that it seems like the proposers of these taxes were not paying attention to good sense. Thank you for reading and hopefully you will rethink these charges. Susan Miller, 2020 Monterey Blvd.

01/10/2011

parking

From: Arnie Perkins [arnold.perkins@verizon.net]
Sent: Thursday, January 06, 2011 9:33 AM
To: parking
Cc: Chuck Farah; Veeta Perkins
Subject: RE: Preferential Parking Program Proposal

Another factor crossed my mind while I'm sitting here 'steaming' over your proposal.

Since parking permits only effect the so called 'impacted' area(s) I think you might consider making permits required city-wide. This would of course bring in much more revenue to your mismanaged coffers. Of course there maybe some legal or constitutional issues regarding the on-street parking rights of landowners. If so it would affect the many years of forcing taxpaying residents to pay for permits in the first place . . . this could result in some sort of legal action. You'd not only have McPherson Oil heirs on your throats but Hermosa Beach residents as well.

Have a nice day!

From: Arnie Perkins [mailto:arnold.perkins@verizon.net]
Sent: Wednesday, January 05, 2011 12:16 PM
To: 'parking@hermosabch.org'
Subject: RE: Preferential Parking Program Proposal

Neglected to mention one important factor.

My wife and I are retirees that have lived in Hermosa Beach for over 20 years. We are on a fixed income so every nickel and dime needs to be accounted for. Unlike cities, counties and states we don't have the ability to ignore fiscal management.

From: Arnie Perkins [mailto:arnold.perkins@verizon.net]
Sent: Wednesday, January 05, 2011 11:49 AM
To: 'parking@hermosabch.org'
Cc: Veeta Perkins; Chuck Farah
Subject: Preferential Parking Program Proposal

Dear City Council Members,

When I first heard about the proposed increases in residential parking permits a few months ago I thought it was a joke or someone in the council was smoking 'the funny stuff'.

So, when I received the notice regarding the upcoming meeting I was knocked off my chair in complete shock. You folks are completely insane proposing such a stiff increase for all types of 'RESIDENTIAL Parking Permits. Don't us 'RESIDENTS' already contribute enough to the city coffers. I realize the City of Hermosa Beach has entered agreements w/ the Police, Fireman, Maintenance Worker & Teacher's Unions regarding compensation & pensions that is simply draining the city dry. Our little city is just like the State of California when it comes to fiscal management. The only difference is that you folks operate

01/10/2011

on a smaller scale. Shame on you !

If additional revenue needs to be raised incorporate a 'city sales tax', increase visitor parking (meter) fees, increase parking citation fees, increase building permit fees, increase business license fees, etc. etc. Of course a novel approach (one you've never have considered) would be reduce city spending, renegotiate union contracts, etc etc. Don't punish the residents for your inability to manage our city and provide fiscal responsibility.

I trust you council members will come to your senses and rethink this outrages proposal.

Respectfully yours,

Arnold Perkins
637 Manhattan Ave
Hermosa Beach
310 372 1045

ps. How about requiring a permit for the new 'sidewalk dining' spots that cafes & restaurants how have access to (ie. Upper Pier Ave Remodel).

01/10/2011

parking

From: MsBru21Jan@aol.com
Sent: Saturday, January 08, 2011 5:12 PM
To: parking
Subject: Parking

Dear Sirs:

I can not believe you are going to raise the parking permits to such a large amount.
If I could be in town I would be at the meeting and strongly protest. Because I can not, I am protesting now

Have you considered the seniors in Hermosa Beach, what are they going to do.

Please reconsider and do not raise these permits so high.

Steve Brubaker
360-29th Street HB
310-376-3256

01/10/2011

parking

From: CLAUDIA OCHAR [claudiaochar@msn.com]
Sent: Saturday, January 08, 2011 3:47 PM
To: parking
Subject: Important Notice Public Hearing January 11, 2011
To City Council,

We have received your notice about the public hearing of Jan. 11, 2011 regarding raising parking permit fees. We are unable to make it to the meeting, but we would like to raise an objection to the consideration of raising the parking permit fees (item #1 on your card) from \$40 to \$100 for the first and second permits, \$200 for the third and \$300 for the guest pass. This is a ridiculous increase! More than double, in the case of the guest pass more than 7 times the old fee! Why are you penalizing the residents of Hermosa when it is people from other areas who are taking up the parking along our residential streets? Most residential areas in the country do not even have parking meters on their streets. It is already hard enough to have guests over, or to park on the street in front of your own house without having to be gouged in the process. Why not raise (even double) the parking meter fees like other cities have done? That way, those people coming from other places to frequent the beach, the beach events and the bars/restaurants around town can pay their fair share of upkeep and city services such as police for those drunks who commit crimes after the bars close and those beachgoers who need lifeguard protection. Why should the people who live here have to pay such ridiculous prices for something that should be free to them in their own neighborhood?

Please reconsider.

Sincerely,

Claudia and Dave Ochar
148 Manhattan Ave.
Hermosa Beach.

01/10/2011

parking

From: Tom Moroney [tom.moroney@verizon.net]

Sent: Saturday, January 08, 2011 11:09 AM

To: parking

Subject: Permit fee increase

I don't have any problem with the the City trying to generate additional revenue by increasing the permit fee. As a practical matter, however, this kind of increase is going to reduce the number of permits pulled. I have purchased one permit every year since I moved to Hermosa in the 80s; but I won't pay for one at \$100/year. I don't use it often enough to justify \$40 much less \$100.

Tom Moroney
218 Palm Dr.
Hermosa Beach, CA 90254

Law Office of E. Thomas Moroney
811 N. Catalina Ave., Suite 2206
Redondo Beach California 90277
P: 310.318.1400 F: 310.318.1490
Tom.Moroney@verizon.net

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01/10/2011

parking

From: stephanie reuler [stephreuler@yahoo.com]
Sent: Saturday, January 08, 2011 4:20 PM
To: parking
Subject: raising permit fees etc.

Hi There,

THANK YOU to whomever sent out the notices about this. I hope residents saw them, and they didn't get tossed out into the recycle bins as junk-mail.

I was shocked to receive this notice re: the parking fees potentially going up to \$100 per permit.

Raising our local permit parking fees 120% is not fair.

I understand that everyone needs to make money, especially because the city dropped a wad on Pier Ave (though I'm sure the city is starting to reap some benefit from that). The city has already raised the fees for parking tickets and probably other types of tickets, which dings both locals and inlanders, but benefits the city, to compensate for the upgrades. But I don't think obscenely raising our local permit parking passes is fair or decent.

If the city wants to raise the fees 10% or 15% every few years that's understandable, but a huge jump like this is just not right.

Also, I believe the only CA registration is unfair. There are people who live here that also live elsewhere and may not own two cars, or have been transferred for a certain amount of time for work. Only allowing military and students to have out of state plates is not fair either.

I am against both of the above proposals.

As far as the driveway permit fee, a \$10 increase seems relatively fair, though again probably raising it to \$50 would be more fair, and as far the daily passes probably an increase to like \$8 would be more fair.

I am a long time resident of Hermosa and love our city. I often pick up trash on the beach when I go for a walk, because I love our beaches. Not every one here is rolling in money, but there are plenty of us that do our part for our community in the ways that we can. In this terrible economy, please to do not be unfair to the people in your community by greedily hiking up your fees.

Thanks for your time and attention to these matters and this letter. if you could please let me know that you received this email that would be great.

Thanks and have a terrific weekend.

Kind Regards,

Stephanie Reuler
119 27th Street

parking

From: tanya rodriguez [tanya.rodriguez2@verizon.net]
Sent: Saturday, January 08, 2011 8:22 AM
To: parking
Subject: FW: preferential parking program proposed changes

Hello.

Not that I agree with the proposed changes... 2 questions:

1. What are you planning to do with the increased money the city will acquire?
2. Will there be increased free for owner parking passes?

Thank you

Tanya rodriguez

parking

From: Lucinda Harris [lucindaaharris@gmail.com]

Sent: Saturday, January 08, 2011 7:38 PM

To: parking

Subject: increased parking fees

Sirs & Madams: I was dismayed to read about the proposed increase of over 100% of the parking fees for residents from \$40 to \$100, and to \$300 for guest passes. This is outrageous, and I sincerely hope the council wouldn't consider such a drastic increase. Economic times are hard enough as it is- I plan to attend the meeting on Jan. 11.

Thanks,
Cindy Harris

01/10/2011

parking

From: Greg Maffei [jgregorymaffei@gmail.com]
Sent: Saturday, January 08, 2011 8:20 AM
To: parking
Subject: Fwd: Parking Passes fee hike proposal

Please distribute this letter to the council and at the meeting if possible:

----- Forwarded message -----

From: Greg Maffei <jgregorymaffei@gmail.com>
Date: Fri, Jan 7, 2011 at 10:36 AM
Subject: Re: Parking Passes
To: Jerome Gross <playapapa@mac.com>
Cc: Kit Bobko <kit.bobko@gmail.com>, Greg & Tracy Maffei & Family
 <gmaffei@remax-execs.com>

Jerry and Kit:

Thanks for cc'ing me on this, because I too feel responsible for what looks to be typical bureaucratic posturing by our city council to do one thing.....generate more governmental revenue at the citizens' expense with no realistic chance at effecting the problem.

Kit, I know you don't embody the political sensibilities to support something like this, but I can't with any knowledge say that for the rest of the city council. I am adamantly against the plan that was outlined in the resident letter we received announcing this meeting. I will be vocal about my feelings at Tuesday's meeting.

Kit, you did quite a bit to research last year about the viability of effecting the real problem.....the gross (Jerry, no personal pun intended) abuse of the Impact Area parking program. I'm sure that I can speak for Jerry when I say that we did not present the "fee raise" idea for ANYTHING other than as a way for the city to recoup money lost by limiting/losing existing parking pass revenue. We are not trying to make more money for the city at the expense of our residents! That was not at all the spirit of this proposal. The current proposal will simply gouge residents for more money without impacting the parking impact problem. I am absolutely sure of that.

Our solution is a simple one that seemed to be cavalierly dismissed by the council. Jerry and I both work in real estate and we know this to be a very actionable solution. The solution is very simple. The city should simply allow residents to ONLY buy STANDARD (guest passes aren't in question here) passes for every registered car OVER the amount of parking present on their property profile in their county preliminary title report. These reports provided to the public for FREE. The city would not need to subscribe to anything. But the city may want to spend some money to automate the parking number field into your own database for each

01/10/2011

property. If a resident wants to contest their allowed allotment of passes, he/she simply has to pay a fee for a site inspection.....costing nothing to the city and thus paying for any man/woman hours needed for these inspections. This also puts the burden of proof on the resident, not the city.....a fair thing if the inspector is honorable and reasonable. The inspector can be looked at like a building inspector. If he/she wants to change the number of REAL and usable on-site parking spaces in your database after the physical inspection for future years, this is the time to do it. And that inspector should be the only one to have the power to do that.

Thus, in order for the city to recoup lost money from un-approved parking requests, this is where the fee hike comes in. Notice the order here. The fee hikes are a REACTION, not an ACTION. Your proposed increases are exorbitant but tolerable in my opinion IF and ONLY IF the parking problem is mitigated. The council's current proposal is HOPING parking impact is mitigated.....and making a boatload of money at residents' expense. This program would guarantee the problem will be positively effected!

I am available at anytime to help to put this program in place, Kit. I also agree with Jerry that the dismissal of the RV parking problem is troublesome. Our surrounding cities do not allow RV parking on city streets....especially this close to the ocean. Why does Hermosa Beach? It is a parking impact issue, but more importantly, it's a parking nuisance and safety issue as Jerry described. Why was this issue thrown aside? Can we get it on the agenda for Tuesday?

Thanks so much. I truly hope that this meeting brings about some spirited discussions for a real solution.

Take care,

Greg Maffei

On Wed, Jan 5, 2011 at 3:59 PM, Jerome Gross <playapapa@mac.com> wrote:

Kit,

Since I will be out of town next week for the Town Hall parking meeting, I thought I would send you a quick note to get my two cents in.....afterall, I started this whole thing!

Parking in the so-called impacted area (west of Loma and south of 8th street) has reached a crisis point. On most nights after 6:00 pm and on weekends (especially during the summer), it is often impossible to find a convenient parking spot. Residents who require street parking frequently have to waste time and gas driving in circles or resort to parking illegally and risking a ticket. In basic economic terms, demand for street parking far exceeds the supply of available spaces. Since there is not much we can do about the supply, we need to find ways to attack the demand.

Currently, it is legitimate for property owners in the impacted area to get one window permit for each vehicle registered to the property plus one guest permit for each property. Given the relatively low cost for these permits, many property owners (including myself)

get as many permits as they are eligible for. This easy access to permits has unfortunately allowed property owners to convert their garages to workshops, play spaces, and illegal apartments. It also allows property owners to park on the street during busy periods to reserve garage spaces for their guests. This doesn't sound that bad except that residents who need these spaces often cannot get them. It is a clear case of "gaming the system."

I do not believe that raising the permit prices alone will solve the problem. However, I do think it is a logical first step and will make people who don't actually NEED the permits to think twice about getting them. In other words, it might help reduce demand. In the long-term, we need to find other ways to reduce demand. One way to do this is to not allow residents who have legal off-street spaces to get permits for the vehicles that should be parked in them. In other words, if you have two legal garage spaces, then you should not be allowed permits for the first two vehicles registered to the property. This will require time and money on the front-end to verify the number of legal off-street spaces on each property in the impacted area. However, after the initial expense, this will reduce the number of permits issued and permanently reduce demand. (This in turn poses a problem for reduced revenue for the city which will be compensated for by the increase in cost per permit.)

On a separate but related note, the Council's plan to allow RV's to continue to park in the impacted area as long as they have one permit for each parking space they use is ludicrous! RV's should simply not be allowed to park on the street in this area. They are dangerous (block pedestrian and driver sightlines), unsightly, take up valuable overnight parking spots needed by residents, and simply do not belong here. They belong in appropriate long-term parking areas or on private property.

I look forward to hearing the results of the Town Hall meeting.

My best,
Jerry

Jerry Gross
442 Bayview Drive

--

Greg Maffei
Broker / Realtor
RE/MAX EXECS
South Bay and Westside Specialist
310.800.0388 (mobile direct)
310.937.3288 (office)
310.388.0381 (fax)
gmaffei@remax-execs.com
jgregorymaffei@gmail.com
www.primesocalrealestate.com
www.primesouthbayrealestate.com
www.nofailshortsale.com

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jgregorymaffei@gmail.com
www.primesocalrealestate.com
www.primesouthbayrealestate.com
www.nofailshortsale.com

parking

From: Pete Herron [peteherron@verizon.net]

Sent: Saturday, January 08, 2011 7:48 AM

To: parking

Subject: Why Raise the Parking Permit Fees?

It would be very helpful to know the reasons for the proposed changes to the preferential parking fees. What are the reasons? Are any of these the reasons?

1. The city needs the money
2. The city wants fewer cars on the street
3. The city wants more parking for beach-going visitors and tourists
4. The city wants more parking for businesses

Also, why price the guest pass at three times the resident permit price?

I'd appreciate your response so that I could comment more specifically on this proposed change.

Thank you,
Pete Herron
1020 Monterey Blvd #4

01/10/2011

parking

From: Brian Harris [harris_music@hotmail.com]
Sent: Sunday, January 09, 2011 6:15 PM
To: kit.bobko@gmail.com; parking
Subject: RE: City Council - Parking Permit Increase

Dear Kit Bobko,

Since the City sells many more permits than spaces available, the "problem" is actually - **Lack of physical parking spaces.**

Households which need to purchase the **BASIC NECESSITY of 2 permits** should not be penalized. The first 2 permits should remain at \$40.
 Only households purchasing additional permits beyond those first 2 basic necessity permits should increase (if anything)...

Guest permit #1 = \$100
 Guest permit #2 = \$200
 Guest permit #3 = \$300
 Guest permit #4 = \$400
 etc ...

But besides increasing guest permit costs, the REAL problem is **LACK OF PHYSICAL PARKING SPACES.** - Let us please address that **REAL** problem.

The answer to the real problem of lack of physical parking spaces is: **Create MORE physical parking spaces.**

(Charging more money for the 1st 2 basic necessity parking permits per household is NOT logical - as it does not solve the real problem.)

Two options are:

1. Create MORE physical parking spaces by turning some of the walk streets into driving streets with parking on them.
2. Create MORE physical parking spaces by turning some of the existing 2 way streets into 1-way streets there by adding additional parking on the other side of the street.

Sincerely,
 Brian J. Harris
 Hermosa Beach

01/10/2011

parking

From: Christine Schneider [schneider2317@aol.com]
Sent: Sunday, January 09, 2011 3:18 PM
To: parking
Subject: parking permit fees

I and many others find the HB parking permit requirements to be discriminatory to a certain segment of the population residing in HB. Just because we live in a certain section of the city, we are required to pay an annual fee to park or have friends park in front of our houses. I support a class action law suit against the city to challenge this policy.

As a 68 year resident of H.B. I know the parking permit history. Originally, they were given out free. A few years later there was a \$5 fee and promise that they would never increase it.

I believe the parking fees for the last 10 years have been excessive and unfair. I and many others will stand hard against the re-election of any city council member who supports the proposed increases.

Bill and Chris Schneider
2317 Manhattan Ave,
Hermosa Bch. 90254

parking

From: Jessica Lutz [lutzy.jessica@gmail.com]
Sent: Sunday, January 09, 2011 9:29 AM
To: parking
Subject: do not support parking fees

My name is Jessica Lutz and I'm a resident at 228 29th St. Hermosa Beach, CA. I do not support the parking fees and will not pay this ridiculous fee.

Best regards,
Jessica Lutz

parking

From: Sylvia Simmons [sylell@verizon.net]
Sent: Sunday, January 09, 2011 9:19 AM
To: parking
Subject: Preferential Parking Program

In a city that has many houses/apartments that have no garage or off street parking (I happen to live in one) I am astounded to learn that it is proposed that I will have to pay \$100.00 a year to park on the public street anywhere in the general vicinity of where I live - AND, if I wish to have a guest it will cost me \$300.00 a year. This in a city where most people who do have garages use them as storage and they never see a car. If you can charge me to park on a public street when I have no choice you certainly should be able to require people who do have parking to use it. For example, if you have a two car garage and a driveway with two off street parking spaces and your family has three cars, you cannot buy parking permits, you have to use your garage. Also, make the driveway permit annually annually renewable, that's fair. And, if you are an employee you (or your employer) should pay much more.

Just one example of the way people who have parking abuse the system, I have a a neighbor who has a two car garage and two off street parking spaces. Two people live in the house, they have five cars. They generally park three on the street, move them once a week for street sweeping and, if you call Parking Control to just have the cars marked they clear the call by telling Dispatch that it is a neighbor dispute and they refuse to do the job they are paid for. Fair??? I think not.

I have lived in Hermosa for a long time and, until my present residence, I have always had a garage or an off street parking space and I always used them. Now I have no choice but to park on the street and I feel it is grossly unfair to even consider more than doubling what I have to pay to park on the public street. Parking in Hermosa is awful but this is not a solution.

Sylvia Simmons
32nd Pl
Hermosa Beach

parking

From: Kristin Foord [kristinfoord@yahoo.com]
Sent: Sunday, January 09, 2011 3:09 PM
To: parking
Subject: Fw: Comment on parking pass rate increases

--- On Sun, 1/9/11, Kristin Foord <kristinfoord@yahoo.com> wrote:

From: Kristin Foord <kristinfoord@yahoo.com>
Subject: Comment on parking pass rate increases
To: peter@electpetertucker.com, kkfish@earthlink.net, jeff@jeffduclos.com, kit.bobko@gmail.com, mdivir@gmail.com
Cc: sburrell@hermosabch.org
Date: Sunday, January 9, 2011, 5:41 PM

Dear Councilmembers,

Thank you for the opportunity to comment on the proposed parking pass fee increases.

My husband and I have lived on the first block of 18th St. in Hermosa Beach for four years. We consider ourselves lucky to have a one-car garage, but that still means we must park one of our two cars on the street. We both purchase parking passes, to allow for flexibility in who parks in the garage vs. the street. We also purchase a guest pass, which allows family and friends to visit us without watching a meter.

I understand the City's need to generate additional parking pass fees, but the new proposed rates -- especially those for guest passes -- are draconian! Charging \$60 for each of the first **two** passes -- a 50% increase -- would be reasonable. I **am** in favor of charging significantly more for the third (and fourth, and fifth, etc.) resident parking permit(s), in order to disincentivise abuse. The guest pass should cost \$60, or the same as the first resident permit.

Suddenly raising the rates as proposed, by as much as 300%, would place an undue burden on beachside residents, who must purchase these passes in order to live here with some degree of convenience. We are willing to pay a price for this convenience, but please do make those prices *reasonable*, especially during these difficult economic times.

Sincerely,

Kristin Foord
54 18th St.
Hermosa Beach

parking

From: Ginna Schimmoller [ginnaschimmoller@yahoo.com]

Sent: Sunday, January 09, 2011 6:15 PM

To: parking

Subject: Parking Permits

As a multiple year resident of Hermosa Beach I have come to love the city I call home. It is the warmth and kindness of this diverse and welcoming community that has made me truly happy to live here. One of the things that I most appreciate about our city is my ability to afford parking permits on a public school special education teacher's salary. With the high cost of rent, that frequently does not include parking, it is the city's permits that make it feasible to live in Hermosa Beach. Permits allow for visitors to come and spend time enjoying the lovely restaurants and shops that our community has to offer. With the HORRENDOUSLY large permit hikes that are being suggested you are driving away not only visitors who which to come and spend money and time in Hermosa but residents who contribute to and adore our city. Hermosa has a historic reputation for being gracious, artistic, and open, By instituting such exorbitant permit price hikes the City Council would be catering to an elite, wealthy, non-inclusive few. It would be truly heartbreaking and nearly impossible to call that Hermosa Beach home.

Thank you for your time and attention,
Virginia Schimmoller

01/10/2011

parking

From: Shelli Beckman [rigyou2000@yahoo.com]
Sent: Sunday, January 09, 2011 2:18 PM
To: parking
Cc: Randy Beckman; Chad Bowman; Carol Bogan; Amber Beckman
Subject: increase resident parking permits

To the city of Hermosa Beach

I am writing this email regarding the meeting for the increase of resident parking fees. I would attend this meeting except I am flying out at 8:30am that same day. I think it is wrong for the city to raise the parking permits so extremely to the residence who live in Hermosa Beach.

Why charge the residence more that live here in the area and pay their property taxes. Instead of gouging the residence why don't you decrease the minutes per quarter at the meters, and also raise the ticket prices for the non-residence that let their parking meters expire, and post the cost of the tickets on the meter.

Also to save money why doesn't the city council decrease the hourly pay to employees, or layoff the higher paid employees to hire less expensive workers, let's not turn this into a Bell Gardens issue. If the city needs this money so bad, why did we do this million dollar remodel on Pier Ave. which the news said that the city stated they were not even going to make their residence pay. I guess you failed to tell the news that you were planning on raising our parking permits instead. I don't even go to the pier anymore due to the wildness of the patrons that go to Sharkey's, which the city let expand their business by putting on a 2nd story on their building, let them pay.

Shelli Beckman
204 30th street
Hermosa Beach, Ca. 90254

01/10/2011

parking

From: Pratik Basu [pratikbasu@gmail.com]
Sent: Sunday, January 09, 2011 12:58 PM
To: parking
Subject: Opposition to Preferential Parking Program Fee Hike

Dear Sir/Madam,

I am a 5-year resident of Hermosa Beach and I am writing to you to voice my opposition to the proposal to increase the resident parking fees.

I understand that Hermosa Beach, like most municipalities in the nation, must be facing an economic shortfall. Moderate fee hikes are perfectly reasonable in order to keep the city running.

However, the increase from \$40 to \$100 is not reasonable. A 150% increase in one year is unjustified, especially in these hard economic times.

Moreover, by targeting the resident parking program you would be unduly shifting the burden to a specific segment of the Hermosa Beach population: the renters. Since the vast majority of those who purchase the resident parking permits are renters, you will be placing a large economic burden on a specific segment of the population. This is patently unfair.

A more reasonable increase to \$50 per permit (a still steep 25% increase) would be much fairer and easier for us renters to deal with.

Thank you for your time and consideration.

Sincerely,

Pratik Basu
6th St. and Hermosa Avenue
Hermosa Beach, CA 90254
Email: pratikbasu@gmail.com

01/10/2011

parking

From: Trosper99@aol.com
Sent: Sunday, January 09, 2011 6:23 PM
To: parking
Subject: (no subject)

To the City Council,

This is in response to your outrageous price hick on this year's new parking pass. How can you justify raising the price to this level? I can see some increase for parking but to raise it that high is uncalled for especially for the guest pass \$300 dollars this is outrageous, this is something that is used only about 10 or 15 % of the time. I have been a resident here in Hermosa Beach for over 25 years I already pay city tax but to gouge the people is not right. I will be at the public hearing. See you there.

Best Regards,
Greg Trosper

01/10/2011

parking

From: Barb Force [barbanddan1@verizon.net]

Sent: Sunday, January 09, 2011 1:18 PM

To: parking

Subject: Changes to parking fees

I am unable to attend the city council meeting on Tues. but I want to voice my opposition to the huge proposed preferential parking program increases. I agree that the fees should be increased, but NOT 250%!! I am retired and live on a fixed income. I also have family, friends and workers who come to my home, and I get a guest pass for them to use. \$300 is just egregious. I could see an increase, but this is robbery. I think you need to consider the needs of the residents balanced against the city's needs. Thank you.

Barbara B. Force

01/10/2011

parking

From: Carl [cstahlecker@verizon.com]
Sent: Sunday, January 09, 2011 1:03 PM
To: parking
Subject: Parking Fee Increase

Preferential Parking does little for me. Whenever there is a volleyball tournament, Fiesta Days, a St. Patrick's Day Parade, or any other event, parking on the street is nearly impossible.

Your proposal represents more than a 300% increase for me. That is unacceptable.

As I see it, I am required to pay a fee to park in front of my house on a public street.

It is common knowledge the city needs revenue. This proposal is not the way to address that need.

Carl Stahlecker
1813 Monterey Blvd., Hermosa

01/10/2011

parking

From: R. F. [rf90254@hotmail.com]
Sent: Sunday, January 09, 2011 10:54 AM
To: kit.bobko@gmail.com; parking
Subject: Diagonal Parking Spots
Attachments: Diagonal Parking.jpg

In regards to my previous e-mail suggesting diagonal parking -
From the city of Canton, Ohio:

City Engineering - On-Street Parking

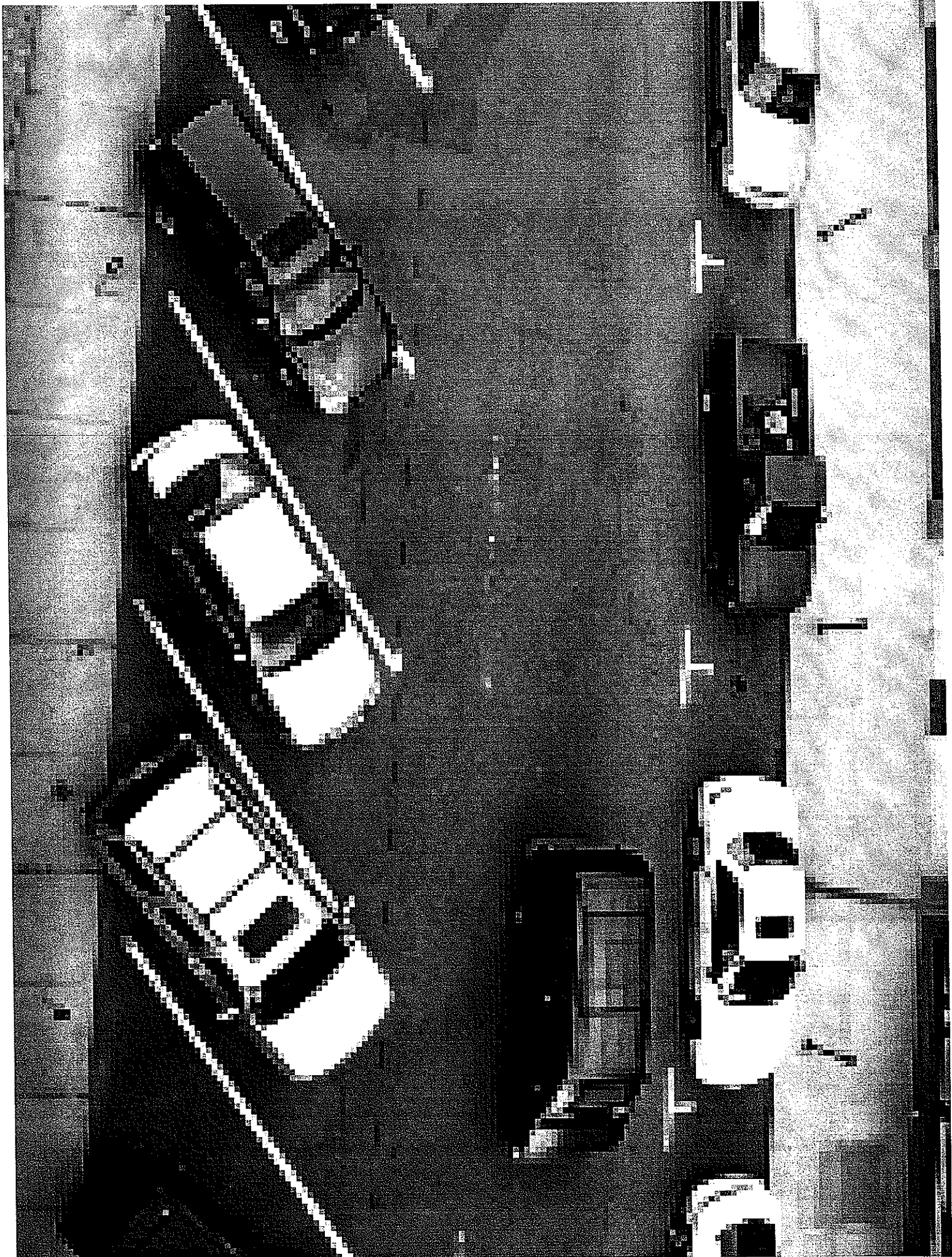
For questions or concerns with any of the following please call 330-438-4510 or email at parking@cantonohio.gov.

Diagonal Parking Spaces

On-street parking spaces in downtown Canton consist of both the traditional parallel spaces as well as diagonal spaces. **The main reason for the diagonal parking is that it provides more parking spots** for downtown visitors. Secondary benefits include traffic calming and many people like the ambience that is created. Diagonal spaces are enforced similarly to parallel spaces. The only difference is the layout and orientation of the spaces. The diagonal spaces are "back-in" spots; a driver must back into the spot to park and pull out to leave. The diagonal parking was implemented in this was for safety reasons. Although it may be more difficult to back into a spot than to pull in, it is far safer to pull out into the travel lane when leaving than to back into the lane.

I had never seen the back-in spots on one-way before ideal for the one-way streets in Hermosa Beach with hills so the vehicles won't roll down the hill.
Could also provide more parking on ALL streets like those from Hermosa Avenue to Manhattan Avenue from south Hermosa to north Hermosa.
Ron

01/10/2011



parking

From: cathy barrow [cbarrow@hbcasd.org]
Sent: Monday, January 10, 2011 9:29 AM
To: parking
Subject: Notice of Hearing

We received your notice of a hearing tomorrow night regarding the preferential parking program. We will not be able to attend.

We have lived in Hermosa Beach for over 30 years. We are opposed to any increase in the resident parking permit fee (Item 1 in the notice).

We have no objection to items 2-5 in the notice.

Catherine, Quinn, Stephanie, Amanda and Julia Barrow

Catherine Barrow
8th Grade Language Arts and Public Speaking
(310) 937-5888 x 226
<http://teacherweb.com/CA/HermosaValleySchool/CatherineBarrow/>

parking

From: Judy Petraitis [judyp3454@aol.com]
Sent: Monday, January 10, 2011 7:30 AM
To: parking
Subject: Preferential Parking Program

I strongly disagree with the increases proposed for resident parking. A 250% increase for the first pass, 500% on the third is beyond reasonable. In this economy where salaries have decreased or become unemployment checks you are asking for triple digit increases.

As a home owner by the beach we need parking controlled or there would be too many non residents of our community using the streets to go to the beach. Increases such as those proposed will reduce the number purchased and open up the parking to non residents. We pay more in taxes due to the prices of our houses and deserve to be able to park on our streets at a reasonable rate.

If you feel the need to make an enormous increase, why not do it to the daily pass rate used by non residents? Why penalize the residents that support the community?

My vote is NO to the proposes increase in resident parking permit fees. The increase needs to be a reasonable percentage like 10-15%.

Judy Petraitis, owner
228 29th st

Sent from my iPhone
Judy Petraitis

parking

From: Paul Tordella [paultordella@verizon.net]
Sent: Sunday, January 09, 2011 6:42 PM
To: parking
Subject: Hermosa Beach Parking Fee Increase
Attachments: Parking permit costs could rise.doc

To all city council members,

I am hardly political or any sort of activist but the city is way out of line here.

The notice of hearing arrived in my mailbox today.
The comments by City Council members in the attached article are completely off base other than you are going to a chamber full of angry residents.

This is an outrageous increase of a fee for a program that was designed to give beach close residents the ability to park in their own neighborhood.

This was not designed to raise money for the city, control purchases of cars or somehow increase parking in a city where there is none.
Last year the city already made it impossible to have guests in your home by extending the one hour parking limit to 10pm in the near beach district.

Additionally this is a discriminatory tax based on where you live in Hermosa Beach.

Are they going to tax other car owners in the rest of the city these same amounts?

I could go on and on but my typing skills are limited.

Feel free to contact me by email or phone at 310-200-7713.

Thank you,

Paul Tordella

01/10/2011

Parking permit costs could rise

by Eric Michael Stitt

(Updated: Wednesday, September 29, 2010 5:15 PM PDT)

□ The days of residents buying \$40 parking permits for one, two, three or even more vehicles seem to be over. □ □ At its Sept. 28 meeting, Hermosa Beach's City Council voted to hold a public hearing regarding its desire to increase parking permits to \$100 for the first two registered vehicles, \$200 for a third permit and \$300 for a fourth or more, including a guest pass. □ □ Residents and business owners will be welcome to voice their opinions at the meeting; however, the item has not been scheduled yet, according to City Manager Steve Burrell. Then it will be up to the City Council to determine exactly what the rate increase will be. □ □ The council initially looked into the matter of raising residential parking permit rates in July to help produce more money for the city and to curb Hermosa Beach parking problems. The city's preferential parking program generated \$405,495 in revenue during the 2009-10 fiscal year. With many business owners and residents buying multiple permits annually, the council felt it was time to adjust the system. □ □ But a 3-2 vote didn't leave the entire council in harmony. □ □ Staff recommended the council open a public hearing with new rates starting at \$120 for the first two vehicles, \$180 for a third permit, \$240 for each additional vehicle and \$120 for a guest permit. □ □ Councilman Kit Bobko felt the \$120 for the first two vehicles was fine, but said the third should be upped to \$240 and anything more than that should be priced at \$360, including a guest permit. □ □ "We have more cars than we do parking spaces," Bobko said. "We have to decrease the number of cars or increase the number of parking spaces. Our only option is to decrease the number of cars." □ □ He said higher prices for multiple permits will deter residents from buying so many and keep business owners from purchasing in bulk for their employees. □ □ But Councilman Michael DiVirgilio was concerned if the numbers are too high, they'd fill the council chambers with angry residents when the public hearing takes place. □ □ Tucker said the current rate of \$40 for all permits is too low and agreed something needs to be done. □ □ "We need to encourage people to use their garages or car ports," Tucker said. □ Tucker thought starting permits at \$60 and raising the price in increments of \$20 was appropriate. But that was not approved. He said rates that jump more than \$100 aren't justified. □ □ "It's not a fund-raiser for our city to pay bills," Tucker said. □ □ Then DiVirgilio recommended having the first two permits be \$100, the third \$200 and \$300 for a fourth or more, including a guest permit. Those figures were approved 3-2 by the City Council. Mayor Pro Tem Howard Fishman and Councilman Jeff Duclos voted no

because they wanted to hire a consultant to help determine how much the city should increase its rates. But the other two councilmen did not feel it was worth the estimated \$13,000 to \$30,000 to do so and agreed to move forward with DiVirgilio's recommendation. □ □ City officials also plan to revisit oversized vehicle parking permits, but not in conjunction with residential and business parking permits.

parking

From: senatortorres@aol.com
Sent: Sunday, January 09, 2011 10:07 PM
To: parking
Subject: Preferential Parking Program Comment

Dear HB PPP,

I would like to suggest a proposal that will eliminate Pref Parking fees, create jobs of HB residents, and create a safer and International Pier Event for Friday and Saturday nights.

Proposal: Beer Pier Garden

I suggest we produce an Event every Friday and Saturday night that will allow the businesses between the Bank of America and the Cantina to share in entry fee revenues of a Beer Garden type event.

Notes:

- I have a contact that can create a program for tip-only entertainers similar to Santa Monica's.
- Sponsored Beer trucks under the FFFF exit.
- Additional outside seating.
- ID checking Security between Quick movable hip-high barriers.

This Weekly Event should produce over \$100,000 and eliminate Preferential Resident Parking Fees.

Regards,

Kenneth Torres

HB Resident

Senatortorres@aol.com

parking

From: Giesregen, Kurt (jgie) [JGIE@chevron.com]

Sent: Monday, January 10, 2011 9:58 AM

To: parking

Subject: Parking Fee Increase

City Council,

I think the fee increase is far too much. How about a \$10 to \$20 increase and find ways to cut other expenses.

Like all government, you want to increase fees or taxes but you are always hesitant about cutting spending.

I would think long and hard about buying another parking pass, since unrestricted parking is available to me.

John Giesregen

01/10/2011

parking

From: peter preteroti [ppreteroti@yahoo.com]
Sent: Sunday, January 09, 2011 6:56 PM
To: parking
Subject: Suggestions to eliminate parking fee raise

Dear Sirs,

I am writing to vehemently oppose the proposed parking permit fee increase. Instead I am offering three alternative suggestions.

- 1.) I am proposing the increase for all businesses who are allowed on-street parking. Four businesses directly in front of my house use street parking and have Hermosa Beach parking permits on their automobile windows.
- 2.) I propose a more modest increase for a third car, possibly around the \$100 amount. This would only apply to the third street parking permit, and would encourage people to use other parking areas.
- 3.) A third proposal would include charging a slightly higher rate for apartment buildings. These buildings often exceed three cars that require street parking for a single lot.

According to most recently fiscal reports, Hermosa Beach brings in more than what is required to maintain and improve street parking, meters, and salaries of parking enforcement employees. This is achieved through ticketing, annual permits, and meters. As a result of these reports I strongly request that the first two permits for single family homes be provided free of charge.

I understand that Hermosa Beach has more costs than money due to poor budgeting, ineffective politicians, lobbyists and law suits, but please do not penalize the citizens of the city who *are* fiscally responsible and love the community of Hermosa Beach.

Respectfully,

Peter Preteroti

Hermosa Beach Resident

01/10/2011

parking

From: Cari Petok [cari@lerneretcie.com]
Sent: Monday, January 10, 2011 9:54 AM
To: parking
Subject: Changes to preferential parking program
Importance: High

To whom this may concern,
I am outraged by the postcard I received regarding the potential increase in residential Hermosa beach parking permits.

First off, the amount of increase is absurd. \$60 increase per permit is crazy. I know times are tough, but even raising it \$5 would bring the city a lot more money. Parking tickets are already an outrageous \$50, which has to be bringing the city extra money as well and we get a what, a big 12 mins for each quarter at meters, which are EVERYWHERE, and most which are active 24 hours/day! I feel like all I do is give this city money when they are already making millions on parking meters, parking tickets, and parking passes. I should not be overcharged to park in front of my own house. This town is already an expensive place to live, beautiful, but expensive. As renters, we also don't make the average \$1 million income that some homeowners in this area make, and we also don't have a garage. Another reason why we shouldn't have to pay \$500 for parking passes. And we are just 2 people living together, what if a family of 5 has 5 cars and a 2 car garage? This means they have to pay \$700 (including guest pass) to park in front of their own house. Not right. I am totally okay with paying \$40 a year for a parking pass, which is already bringing in tons of money to the city, but this increase is incongruous!

Second, the guest pass issue. From \$40 to \$300!! What are you going to do with all that extra money. That is what I want to know. What is this going to give us as residents of Hermosa Beach. None of my family lives in this area, and they love to come visit. And for me to have to pay \$300 a year for them to park on the street in front of my house is absolutely ridiculous. I think owning a guest parking pass at a reasonable price, should be one of the convenient luxuries this city provides. Especially for renters that don't have garage parking provided.

Third is the out of state residents. I was born and raise in CA, but as we all know, the Los Angeles area is a melting pot of people from all over the country. That's what makes it so unique. I don't feel these people should be penalized just for not being from here. That sounds pretty snobby to me and just an excuse to make more money.

These changes are not fair to the average renter and way too extreme. Thank you for your time and consideration in this matter.

Regards,
Cari Petok
Lerner et Cie
127 E. 9th Street #1103
Los Angeles, CA 90015
P: 213.622.8293
F: 213.955.2548
cari@lerneretcie.com

01/10/2011

January 9, 2011

Hermosa Beach City Council Meeting
January 11, 2011
Public Hearing
5A-Preferential Parking

Unfortunately our economy has forced adult children to move back or remain in their parents' homes and has been the reason for more roommates to occupy each house/apartment/rental unit than previously. There are many more residents' cars in Hermosa Beach than there are off-street parking spaces. Because of the density, parking especially in the south part of town, will always be a problem.

If the multiple permits (4, 5 or more) are the problem, then the city should ask for copies of the registration (address of owner) of each of the vehicles every year (to be included with the application).

What does raising the permit price do? I think it punishes the masses for the transgressions of a few and will not add needed off-street parking, private garages or driveways for HB residents. During these difficult times for many of our residents, now is not the time to impose a higher, unjustified fee for "necessary" parking spaces.

Sincerely,



Kathy Dunbabin

-----Original Message-----

From: Steve Burrell

Sent: Monday, January 10, 2011 8:29 AM

To: Howard Fishman; Jeff Duclos; Kit Bobko; Michael DiVirgilio; Peter Tucker

Cc: Robin Maynard

Subject: FW: Weekly Event vs Parking Fees

Letter on the Parking Issue.

-----Original Message-----

From: senatortorres@aol.com [<mailto:senatortorres@aol.com>]

Sent: Sunday, January 09, 2011 10:27 PM

To: Steve Burrell

Subject: Weekly Event vs Parking Fees

Dear Mayor,

I would like to suggest a proposal that will eliminate Pref Parking fees, create jobs of HB residents, and create a safer and International Pier Event for Friday and Saturday nights.

Proposal: Beer Pier Garden

I suggest we produce an Event every Friday and Saturday night that will allow the businesses between the Bank of America and the Cantina to share in entry fee revenues of a Beer Garden type event.

Notes:

- I have a contact that can create a program for tip-only entertainers similar to Santa Monica's.
- Sponsored Beer trucks under the FFFF exit.
- Additional outside seating.
- ID checking Security between Quick movable hip-high barriers.

This Weekly Event should produce over \$100,000 and eliminate Preferential Resident Parking Fees.

Regards,

Kenneth Torres

HB Resident

Senatortorres@aol.com

From: Howard Fishman [mailto:kkfish@earthlink.net]
Sent: Friday, January 07, 2011 4:40 PM
To: Elaine Doerfling
Subject: Fw: Hermosa Beach proposed parking permit program changes

fyi

----- Original Message -----

From: Ryan Lee
To: peter@electpetertucker.com ; kkfish@earthlink.net ; jeff@jeffduclos.com ; kit.bobko@gmail.com ; mdivir@gmail.com
Cc: parking@hermosabch.org
Sent: Friday, January 07, 2011 12:11 PM
Subject: Hermosa Beach proposed parking permit program changes

Gentlemen, my name is Ryan Lee and I live at 2926 Hermosa Ave in Hermosa Beach. My cell phone is 310-662-1076.

I got your e-mail addresses off of the following site: <http://www.hermosabch.org/elected/council/>

It was recently made aware of the proposed Parking Permit Program fee hikes and I wanted to know where you (personally) stand on the issue. Unfortunately I will not be able to attend Tuesday's council meeting and would like to voice my opinion to you first.

If you would reply with your answer to the following questions, I would really appreciate it.

- Other than residents, who initiated the discussion on problems with the parking permit program?
- Do you support the fee increases?
- Do you use the term "abuse of permits," or do you believe that the righteous use of a permit that was justifiably issued by the city and paid for by a resident is not an abuse?
- Do you agree that people should be able to fill their garages with anything (legal) they want?
- Do you agree that the proposed hikes unfairly penalize people who live in larger units (i.e., 3 people who live in a 3 bedroom house and have 1 car each will be paying **MUCH more per person** than 1 person who lives in a 1 bedroom house who owns 1 car).
- Do you agree that the above explanation describes a form of a progressive tax?
- Do you agree that a 650% increase in a given year on **any** cost is unfair for people who are already in mortgages or leases and who live there on good faith of being able to continue living there? (e.g., a Guest pass would go from \$40 to \$300)
- Do you believe Hermosa Beach residents should be allowed to have guests over from time to time to visit our great city?
- Is the council going to vote on this issue on Tuesday?
- What kind of public response will it take for you to vote "no" on the proposed increase?

Thanks for your time and service to the city.

Sincerely,
Ryan Lee

From: Howard Fishman [mailto:kkfish@earthlink.net]
Sent: Friday, January 07, 2011 4:18 PM
To: Elaine Doerfling
Subject: Fw: Parking Permit Increase
Importance: High

fyi

----- Original Message -----

From: tom@newfiction.com
To: peter@electpeterucker.com ; 'Howard Fishman.' ; 'Jeff Duclos.' ; 'Kit Bobko.' ; 'Michael DiVirgilio.'
Sent: Friday, January 07, 2011 2:08 PM
Subject: Parking Permit Increase

This Parking Permit increase is completely outrageous. Why should only one part of the Hermosa Community shoulder the burden of the budget crisis?

I know its easy to assume that if someone lives a couple blocks from the beach he or she must be rich. And, I understand that a rich person can afford a 750% increase without flinching. But this is not the situation. Like most of American, we are hurting and some of us are on a fixed income.

I think its time for the Hermosa council to start looking at the major cost centers like the Fire Department, Police Department, and the School District. It seems that Hermosa could easily share these services with surrounding communities and save a bunch of money.

But I realize that nickel-and-diming the residents of Hermosa is less politically hazardous.

Tom Lopilato

From: "Lesley Wright" <tolesleywright@gmail.com>

To: <Parking@hermosabch.org>

Cc: <psilva@tbrnews.com>; <news@easyreader.info>; <Robb@easyreader.info>; <dpring@tbrnews.com>; <estitt@tbrnews.com>; <annie.beachreporter@gmail.com>; <letters@dailybreeze.com>; <peter@electpeterucker.com>; <kkfish@earthlink.net>; <jeff@jeffduclos.com>; <kit.bobko@gmail.com>; <mdivir@gmail.com>

Sent: Wednesday, January 05, 2011 1:04 PM

Subject: Opposed to Hermosa Beach Ciity Council's proposed resident parking fee increase

> Yesterday we received in the mail The Hermosa Beach City Council's
> Hearing Notice to consider raising HB Residents' parking fees by as
> much as 750% (\$300 for a guest pass?!!!).
>
> Let me first state that my husband and I - long time home owners and
> residents of Hermosa Beach - vehemently oppose these outrageous and
> completely unfounded increases.
>
> Under what rock have our City Council Members been living? Is it
> possible these individuals are not aware that property values have
> plummeted and unemployment rates and home foreclosures are at an all
> time high? I am stunned into utter disbelief that these elected
> officials would be so idiotic (I apologize, but there truly is no
> other word to describe this) as to suggest their residents should
> shoulder up to a 750% increase in fees for the "privilege" to park on
> the streets which our property taxes pay to maintain. The City
> Council's notice refers to the matter as "preferential parking." Are
> you kidding me? We pay a small fortune in property taxes and other
> assessments every year to live in this City and should be entitled to
> park on our own streets free of ANY additional charge.
>
> These proposed fee increases are excessive, arbitrary and if enacted,
> constitute an abuse of police power in violation of both the US and
> California State Constitutions. And you can bet someone will
> challenged them. How much will such a legal challenge cost the City .
> ... I wonder.
>
> If these increased parking permit fees are enacted, it will mean that
> my husband and I will have to take money from our annual Hermosa View
> Elementary School donation to pay for them. Way to steal more money
> from our 6-year old daughter's education! What a shining moment for
> our City Council Members!
>
> If the City is so eager to generate additional income, why not
> increase parking meter fees? What about assessing a higher business
> tax on the bars and night clubs that lure undesirables from the
> darkest depths to reek drunken havoc on our quiet City further
> straining our Police resources? Instead of reaching for the
> low-hanging fruit trying using some ingenuity to come up with some
> reasonable solutions that don't harshly punish your already
> over-burdened citizens.
>
> This is an absolutely irresponsible proposal made at one of the most
> economically challenging periods in our Nation's history and you can
> bet it will be remembered come next election.
>
> Sincerely,
> Lesley Wright
> 2050 Manhattan Avenue
> Hermosa Beach, CA

-----Original Message-----

From: volmereyes@aol.com [mailto:volmereyes@aol.com]

Sent: Saturday, January 08, 2011 10:59 AM

To: Web Master

Subject: Hermosa web site Feedback Form

Comments: We have lived in Hermosa Beach for over 20 years.
My husband and I disapprove of such an extremely high
raise on the costs of the Preferential Parking program.

Name: Susan Volmer

Address:

City:

State:

E-Mail: volmereyes@aol.com

Telephone:

-----Original Message-----

From: shermosabch@aol.com [mailto:shermosabch@aol.com]

Sent: Thursday, January 06, 2011 6:33 PM

To: Web Master

Subject: Hermosa web site Feedback Form

Comments: I have lived in H.B. sense I was born and a residential pass means resident only not restaurant workers I have to come home and i have to park because i am a resident unless you live here you should not get a residential pass meters only for those who do not live here

Name: rebecca

Address: sanders

City: Hermosa Beach

State: CA

E-Mail: shermosabch@aol.com

Telephone: 310-374-5889

From: bree john [mailto:breejohn@hotmail.com]
Sent: Monday, January 10, 2011 10:12 AM
To: peter@electpetertucker.com
Cc: kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com;
mdivir@gmail.com; City Clerk
Subject: Hermosa Parking Fee Hike

Dear Mr. Mayor,

I received the notice regarding the changes to the Hermosa Beach Preferential Parking program on 1/4/11 and this email is to provide comment. I am a resident of 134 29th Street which is occupied by 4 young professional tenants and we all vehemently disagree with the "changes" which are effectively unjustifiable, arbitrary price hikes.

1. The increase is not in line with inflation. The first permit price increase is a 150% increase. The third permit is a whopping 750% increase. Please advise how this is ok?
2. These price increases penalize the tenants of Hermosa Beach that cannot afford to live in or own a large house with a 2 + car garage, but merely cohabit with other tenants so that they can afford to make the high rental prices.
3. Why are not all residents of Hermosa treated the same? I moved 2 blocks and now I am being punished with a parking fee.
4. Fund 110 and Coastal Access is already being paid for by the metered parking by Hermosa Guests and residents, so please explain the need for just "some" Hermosa residents having to pay a fee at all.

I want it on record that I oppose this arbitrary increase and I would like and explanation for the exorbitant increase.

Thank you for your time.

Miss Bree John
(Disgruntled resident)

Yu-Ying Ting

From: Goldberg, Sara [Sara.Goldberg@disney.com]

Sent: Monday, January 10, 2011 1:06 PM

To: Yu-Ying Ting

Subject: Parking Permit Increase

To whom it may concern:

I will not be able to attend the meeting tomorrow night, but I am strongly AGAINST the increase in fees for parking permits and guest parking permits. It's already a complicated process to get a permit, please do not make it harder.

Sincerely,

Sara Goldberg
218 Manhattan Beach Ave
Hermosa Beach, CA 90254

01/10/2011

From: taraelizabethk@aol.com [mailto:taraelizabethk@aol.com]
Sent: Monday, January 10, 2011 12:50 PM
To: City Clerk
Cc: kkfish@earthlink.net; peter@electpetertucker.com
Subject: Parking

City Council,

I wanted to send this email as an official complaint regarding the potential parking fee increases for the residents in Hermosa Beach. While I can understand and accept a slight increase it is unfathomable to expect residents to pay 10 times the amount for passes. The city is making enough money on the meters and parking tickets geared towards non-residents why penalize the people who live here and who support the local merchants and the city of Hermosa in general.

I hope you all reconsider this action. Hermosa residents are not immune from the difficulties that the economy has placed on many people. It is unfair to penalize residents for the financial problems of the City of Hermosa Beach.

Sincerely,

Tara Klein

Yu-Ying Ting

From: T.J. Powers [tj7_@hotmail.com]
Sent: Monday, January 10, 2011 1:55 PM
To: Yu-Ying Ting
Subject: AGAINST parking sticker raise

Hello,

I have lived in Hermosa for over 10 years and paid for a parking sticker every year, on time. I have paid all of my tickets, which are usually ridiculous, and I pay my taxes. I do not understand why you would raise the price, especially with this economy. It puts a bigger burden on all of us. Please reconsider. Thank you.

TJ Powers
(3100 944-5313)

01/10/2011

parking

From: Karen Kolb [kkolb29@yahoo.com]
Sent: Monday, January 10, 2011 1:25 PM
To: parking
Subject: Parking Permit Increase
To Whom It May Concern:

I am writing this letter in regards to the notice I received that stated the increased price for parking permits. I understand that times are tough, but I think raising the cost from \$40 to \$100 is extreme. Manhattan Beach only charges \$30 for the year and other cities allow you to do it month by month. I love living in Hermosa. I work in downtown LA but prefer to commute every day so that I can live in Hermosa Beach. I pay rent, vote, I support the local businesses and restaurants, I attend community service events for the city, I do my part to support the city as a whole. As a single woman in her mid 20's I have friends that come visit who use my guest pass so they can enjoy Hermosa Beach on the weekends. I appreciate the beautiful new Pier Ave but would have preferred less palm trees if I knew this increase was going to occur. It is an outrage to increase it by over 750%! That is ridiculous! I hope the city council takes this email as well as the many others into consideration before increasing the cost of the parking permits. Please let us continue to have this privilege at a reasonable cost.

Thank you,
Karen

01/10/2011

parking

From: Cherilyn [cherilyn.hefter@gmail.com]

Sent: Monday, January 10, 2011 12:25 PM

To: parking

Subject: Preferential Parking Program

I received my postcard about your proposed increase. I find it absolutely incredible that you have the gall to increase permit costs 150%! As it is, residents pay \$40 for the right to hunt for resident parking. No spots are guaranteed. Furthermore, residents must move their cars on Monday and Tuesdays for street sweeping. I'd like a detailed budget showing justification for why the city needs this additional income. I am not certain that I can attend the meeting tomorrow as I work late. Please make a record of my VERY STRONG OPPOSITION to this increase!

Sincerely,
Cherilyn Hefter
132 Longfellow Avenue
Hermosa Beach

--

01/10/2011

From: hermosa beach [mailto:hbparkingpermits@gmail.com]

Sent: Monday, January 10, 2011 1:49 PM

To: parking; Steve Burrell; Elaine Doerfling; peter@electpetertucker.com; kkfish@earthlink.net; mdivir@gmail.com

Cc: news@easyreader.info; psilva@tbrnews.com; douglas.morino@dailybreeze.com

Subject: Proposed (up to) 650% Increase in Parking Permit Fees

Attached is a letter regarding the permit fee increases. Please see that all councilmen and other interested parties receive it ASAP, together with this note, and that copies are made available with the agendas at the January 11th meeting.

I think that the summary in the January 3rd Staff Report that states that the correspondence received to date indicates that residents "generally object" to the proposed increases qualifies as the understatement of the year. According to my count, I would summarize them as:

In Favor: 2 (Jerry Gross and Rich Anthony)

Against: 35

Strongly Against: 45 (using words such as **Outragous, Excessive, Ridiculous, Hardship, Offensive, Absurd, Money Making Scam, Joke, Punative, Unreasonable, Idiotic, Not well thought out, Discriminatory, Unfounded, Unwarranted, "Are You Serious", "We are being bent over", Drastic, Outlandish, Exorbinent, Insane**)

Other: 2

That is 2 for, 80 Against. **98% NO (with 56% HELL NO).** And that is with just a small postcard notice in the mail. I don't follow it closely, but I would assume that 84 responses is a lot for any matter before the council on 3 days notice, and in my experience it is virtually unprecedented for 98% of people in Hermosa Beach to agree on anything--even the color of the sky!

The people have spoken. Loudly.

I also think that, given the tremendous opposition, it was very **misleading** to put one of the (only two) notes in favor of the change in the very front of the correspondence attachment (maybe it was inadvertent, but given the odds of 1 in 84, I doubt it)--especially given the fact that they were otherwise in random order. That was a little sneaky, and perhaps it reveals that despite overwhelming opposition, someone is trying to stack the deck a bit. While Mr. Gross certainly has a right to his opinion, his is worth no more than any other resident's, but putting his at the front of the stack would make it seem that it was. I would also add that there are other laws on the books to address Jerry's concern that issuing permits has allowed folks to convert garages into illegal apartments--they just have to be enforced. And while he apparently thinks there is a problem with people parking on the street with a permit so that their guests (like my 80 year old mom) can park in my garage and have dinner with her family, I think that is immanently reasonable.

Since it is the lone letter in support of raising the fees that gives any reason (the other letter just says he supports it), I will address Mr. Gross's letter a little. First, I note that he choose to live on a street--400 block of Bayveiw-- with NO STREET PARKING to begin with--and to add to

that, because of the two-on-a-lots with driveways instead of parking spaces and 3 story condos on Monterey, there aren't many spaces there either. What he seems to be saying is that he likes the convenience of parking it the street, and he wants you to raise the price so he can park there more easily, without competing with his neighbors. Just because he can afford and is willing to pay more doesn't make it right. And if he doesn't like having to "circle the block" to find a space, why doesn't he just park in his garage? He thinks \$300 for a guest pass is a "bargain". So I guess he thinks it is right that I pay \$300 so my dad can visit me every couple of weeks. Now, I love my dad, and if I had to I would pay much more than \$300--but that doesn't make it fair! My friend 3 blocks east can have his dad park on his street without a pass.

Mr. Gross is, however, right on regarding oversized vehicle parking (i.e., campers). It makes no sense to permit people to use the streets as storage yards for RV's 50 months a year--park it on your property or put it in a storage facility. I was in Burbank recently, and the first thing I saw as I came off the freeway was a big sign that said "NO RV STREET PARKING IN BURBANK."

The January 3rd report also **mischaracterized** Mr. Siedlecki's comments as a proposal that you should charge \$100 for the first permit, \$1,000 for the second, and \$5000 for the third, **without noting** that this example was meant to illustrate that people should not be able get more than one permit **per driver** (in other words, if there is a house with one driver, they should not be able to get permits for two cars). I don't think that this is really much of a problem, but I agree with it. However, it will be very difficult to administer, as there may be three or four drivers but the cars are all in the name of one person. Mr. Siedlecki goes on to strongly oppose the rate increases as proposed.

In Mr. DiVigilio's response to Mr. Hennis' note, he states that "many people are buying more than 3 and 4 permits and some are buying as many as 8, 9 or 10 permits for one address." First, I would point out that there are only **3 addresses out of 3,070** that purchase 8 or more permits, and second, I would refer him to the note from Ms. Goetz, which points out that there are some properties in Hermosa that have 8 units and 0 parking. I would also point out that fewer than 2% of the addresses have more than 4 permits, and the reason is probably due to situations such as this, plus bootlegs. But don't make everyone pay for the sins of the past (allowing development without adequate parking) or the failure to properly police bootleg laws. In fact, maybe someone should take the list of addresses that buy more than 3 permits and check those addresses for bootleg apartments! But I digress.

Thank you very much.

January 7, 2011

To: Hermosa Beach City Council

Re: Proposed 150% to 650% Parking Permit Fee Increase

Gentlemen:

I am writing about the proposed increase in fees to certain Hermosa residents for the right to park on public streets in front of their own homes. I know that this will be addressed at the next City Council meeting, which I cannot attend, but I wanted to share my thoughts.

I have lived in Hermosa Beach for almost 20 years, and have been fortunate enough to always have lived within a block or two of the ocean—as a renter for the majority of that time but as a homeowner for the last 8 years. I have experienced first hand all of the many changes that have taken place over that time, and specifically in the “beach zone”, on a daily basis. I think that I have a pretty good understanding of the issues. I have read the Staff Report dated July 20, 2010 (the “Report”), and the other reports prepared on this issue. I think that there are many problems with the concept of increasing the permit fees, as outlined below:

1. First and foremost, the Report itself (p.2) states that **“the purpose of the program [is] to provide long-term residential parking for people impacted by beach parking while maintaining availability of public parking near the beach”**. The purpose is NOT to figure out a way to squeeze as much money as possible from residents who happen to live in the impacted zone. I actually think the current program works fairly well to achieve its stated goal already.
2. The Report states that “parking is a scarce commodity ...and pricing should be examined in this light.” This is a disturbing way to look at this issue—the beach is also a scarce commodity, as are our parks—perhaps we should start figuring out how to maximize revenue from those resources as well by charging people to use these publicly owned resources?
3. I have always thought that it was not really right that my City would charge me to park in front of my own home, or limit the number of guests I could invite to my home for dinner without risking a ticket or forcing them to move their car by only letting me buy one guest pass—or forcing me to make a special trip to buy more one-day passes. Nonetheless, I have put up with it, as the \$10-\$40 over the years has been relatively affordable and I assumed most of it went to administer the program, which is reasonable. **To now try to raise the prices by 150% (first pass) to 650% (guest pass) is crazy.** And the idea that the proposed ridiculous new rates were only announced so that residents will happily accept increases of, say, 50%, just relieved that you didn't raise it further, has been expressed by some—and if true, is an insult to your constituents. While that approach may be Politics 101 (ask for something crazy so you are a hero when you ask for something only half-crazy), it should not be used around here.

4. The Report also states (p.2) that increasing the fees from \$40 to "a fee that better represents the value of the permit"—again revealing what appears to be a thinly veiled attempt to simply use this as a ruse to try to maximize revenue at the expense of a minority of City residents. That simply isn't right. Again, Hermosa doesn't charge anything to walk on the Strand, but there are certainly people who would be willing to pay for that "privilege". Why not charge them? Or why not fence Valley Park or the greenbelt and charge people to use them—some people would certainly pay. And the biggest "opportunity" of all would be to figure out a way to charge people to use our beautiful beach. Is somebody working on that? Oh yeah—that pesky Coastal Commission probably wouldn't allow that, or I fear that some of the Council members might try to actually do it.
5. While it is true that Laguna Beach is off the charts with respect to the fees that it charges, Laguna is CLEARLY not anywhere near the norm. If you look at the other cities listed in the April 22, 2010 report (i.e., **Seal Beach, Santa Monica and Long Beach**), the average is in the **\$20-25 per permit** range. Let's expand the universe a bit. Assuming my quick search on the web was correct, the **City of Los Angeles** has established many residential parking zones, and it charges an annual fee of **\$34 per permit**. **Huntington Beach** (the "Other" Surf City) **charges \$23 for the first pass, \$6 each for the next 3, and issues 2 FREE guest permits (cost of 3 plus a guest pass is \$35 total, vs. \$160 last year in Hermosa and \$700 under new rates)**. **West Hollywood charges \$15 for the first permit, \$20 for the second, \$35 for the third, and \$50 for the fourth, with up to 2 guest passes at \$22/each and unlimited one-day passes at no charge**. **San Clemente has several impact areas in which it offers residents FREE permits for every registered car plus up to four FREE guest passes.**
6. What the reports do not seem to talk about is exactly who is complaining, and why. I saw in the record that one person complained that on weekends if he left, it was hard to find a space when he returned. While it is true that on nice beach days that occur on holidays and weekends it is difficult for residents to find street parking, this will be the case no matter what the City charges for permits. **Charging more for permits won't change that.** Further, the lone complainant mentioned above should have at least ONE on-site spot that he could use for weekend parking.
7. If, as one Council member seems to be obsessed with, the goal is to find the "value" of a parking spot to residents, obviously that value differs for every person. Perhaps we should have a sliding scale, based upon people's annual net income. Or maybe their net worth would be a better measure. Should the 82 year-old resident with a one car garage, that has his 25 year old Corolla in it, and is barely squeaking by on a small fixed income, have to fork over \$300 so his caretaker who helps him 3 days a week can use a guest pass? And the "value" to the attorney who makes 5 times more than the average Hermosian is obviously more than the "value" to a single mother scraping by whose landlord can't or won't make a space available to her (yes, this happens, particularly since eliminating bootlegs hasn't been a priority). The point is, "value" or ability to pay has never been, nor should it be, the point of the program. The point should be to provide Hermosa residents who happen to live in an area where non-residents like to park a "preference" to park in front of their own home, and have nurses, gardeners, handymen, friends and family members the opportunity to do the same (one at a time, via a guest pass), at a price that basically covers the cost of the program. It should not be

treated as a profit center for the city. Further, if we want to be fair and maximize revenues, let's figure out the "value" for every resident in Hermosa. If I live in Hermosa Valley, for instance, while I may not have as many beachgoers taking up street parking, there still may be a "value" to me to be able to park on the street (since people do, obviously this is true). Let's find where their marginal point of return is and charge them \$1 less than that. People in the hills park on their streets too. They must value that. Let's charge them! Why just pick on some residents? There is money to be made!! I will make you a deal—if you charge everyone in Hermosa to park in front of their home, I will withdraw all objections!!

8. Even if people have a garage, and usually use it, why should they have to pay an absurd amount if they want the right, on occasion, to hop out of their car on a summer weekday when the street isn't even crowded in between errands to do some stuff at home for a couple of hours without lifting up the garage door, or parking in a detached garage that is not very convenient, or for some other reason. I usually park in the garage, but sometimes I like to park on the street for one reason or another. In front of my own home. Another example—I have a frail, elderly neighbor on a small pension who has lived here 40 years who keeps her car in the garage at night, but 2 or 3 times a week she runs errands and likes to park on the street because her access to the garage is difficult, with lots of stairs and a heavy old door that she has to get out of the car to lift up and down. And she uses the guest pass because her kids come by occasionally and she doesn't want to have to shuttle the car out of the garage when they come over. You want to stick her with a \$300 bill?

I think it is extremely reasonable to allow a resident the ability to park their own car in front of their own house, whether it is overnight, for a couple of hours because they have a detached garage that is a hassle to access, or because they want to allow their guests to come to dinner and park in the off-street parking so that the guests don't have to move their car or risk a ticket. But I think it is extremely unreasonable to expect a family with three drivers (mom, dad, and daughter that attends local college) to pay \$700 (with a guest pass) for that "privilege." **SEVEN HUNDRED BUCKS TO BE ABLE TO PARK IN FRONT OF YOUR OWN HOUSE??**

Parking will always be an issue here in Hermosa. But let's not ream the residents who happen to live in an "impacted zone". While many will grudgingly pay for the permit, because it is basically a necessity, others who may make less but are even more deserving or needful (like my neighbor who needs a nurse) won't be able to afford it and will have a big problem to deal with unnecessarily. It is extremely unfair to stick this on only some residents just because they happen to live near the beach. Heck, if you really want to reduce street parking and increase revenue, why not take it to the extreme—charge \$1,000 per permit. I have no doubt that there are at least 500 people in the impact zone for whom money is no object who would pay that amount, and it would decrease your permits from about 9,600 to, say, 500 while raising your revenues by 20%!! Brilliant! Or limit it to 5,000 permits and just auction them off to the highest bidders, and the other residents who can't afford more be damned.

Furthermore, if you do implement these ridiculous new fees, representing a huge increase in historical fees (I don't have the data, but would be curious to see the percent increase in these fees over the last 10 years—my bet is that it far outpaced inflation), you are going to have more unhappy residents, because many people who live in an impacted area but within a block or two of a non-impacted area will just choose to park a block or so

away and thus create more problems for the now non-impacted zones, which will make more people unhappy. Not to mention the fact that if you do implement these outrageous fees and you (or the next council) see the error in your ways and want to reduce them back to a reasonable amount, query whether you will then need to get Coastal Commission approval.

At the very least, you should do a **proper** survey about how your constituents—and in particular the ones who are impacted by this proposed **150%-650% increase** (depending on how many and what type of permits) really feel about this. I suspect that some will show up for the January 11th meeting, but we all know that people are busy, uninformed (even if they did get a little post-card in the mail), shy, housebound, and/or sometimes hesitant to make the effort to appear at hearings. That certainly doesn't mean that they don't care or should be ignored. However, judging by the 98% negative feedback that is represented in the 84 comments that you already got on this issue in the few days since the little notice went out, I think you can save the time and cost of a survey and assume that the affected residents are overwhelmingly against anything other than a modest increase in permit fees.

Respectfully yours,

A Concerned Resident

parking

From: Mark West [mark@wyomingfilms.net]

Sent: Monday, January 10, 2011 1:02 PM

To: parking

Subject: PREFERENTIAL parking program

Seems like a good place to generate income

But the increase seems a bit large.

Instead of 2.5 times, maybe increase to 75...

01/10/2011

parking

From: Sara E. Soni [sarasoni@gmail.com]
Sent: Monday, January 10, 2011 11:18 AM
To: parking
Subject: Parking Permit Rate Increase

Dear City Council,

As a resident of Hermosa Beach for over two years now, I am vehemently opposed to the proposed parking permit fee increase. A new permit will cost me 250% of what I paid for the same permit last year, and a guest permit will be 1000% of what it was last year? This is unacceptable. As a renter, my only option is to park in the street, and I oppose being financially punished for following the law and purchasing a parking permit and guest pass.

Sincerely,

Sara E. Soni

01/10/2011

parking

From: howard@rejuvenation-science.com
Sent: Monday, January 10, 2011 12:24 PM
To: parking
Subject: parking permit cost increases

Thank you for the opportunity to submit opinions on this long neglected issue. Here are some of my thoughts, put together in an hour or so, so they really call for more reflection.

I recently read about a study that suggests that public policy on inexpensive parking has encouraged the increase in traffic and parking congestion in Los Angeles. I think you will find that many residents find it more cost-effective to fill their garages with storage and park their cars on the street. Others have converted their garages to living or recreational space, because it is almost free to park their cars on the street. Rental units have been built with inadequate parking (especially now that there are often 2 adult drivers occupying each bedroom), because when older units were built, there was often only 1 person per bedroom (based on my experience as a landlord), and there is almost no cost to parking on the street.

While I think it's great to establish new precedent that streets should no longer represent (almost) free parking for everyone, it is both awkward and untimely that the current economic conditions likely drive city council to suddenly impose a significant increase in street parking costs.

Parking permit cost to support public policy

I support the increase in parking permit cost, but suggest that increases be phased in over a period of 1-3 years to enable residents to adapt more comfortably to new public parking/ street utilization policy. Wouldn't it be great to come home and have many parking spaces available because your neighbors have found it better to use their garages for cars than storage? Or do we encourage paving over small patches of open green space on residential lots for open concrete parking space? Of course, living in such a desirable beach community, we need to expect and understand that our streets will be parked up on summer weekends, whether or not we are collecting fees for their use. And as you explore public policy more, you might find that if residents clear lots of cars off the streets to save money, that will make room for lots more out-of-town visitors – a possible unintended consequence.

First, what is public street parking policy in Hermosa Beach? (This is what I think the debate should be about. And Hermosa is such a great place for debate.)

Second, let's do a back-of-the-envelope analysis of the cost of a parking space. A parking space on their lot may cost a new resident in the impacted neighborhood \$4500 per year, and a garage would cost \$5,250 per year based on the following simplified factors. For a new resident not on the strand, they might look at an average 2700 sq ft lot, typical 2700 sq ft newer home, average land cost of \$800,000, yielding a \$300 /sq ft land cost. And average construction cost for a 10 x 20 ft garage may be \$15,000 or so. Thus a 10x20' parking space might cost a homeowner \$90,000 and a 10 x20' single garage space might cost \$105,000. The mortgage cost at current low 5% interest on \$90,000 is \$4500 per year. With this as a comparison, a \$300 street parking space is a bargain. It's easy to understand why there are few empty parking spaces on the street. A longer-term resident, who may have paid half that price for their home, would have a proportionally lower cost, but street parking is still a bargain. Not that a resident computes the cost of their garage, but they have a sense that it's valuable space.

Employee Parking

01/10/2011

I don't understand why you would consider increasing the employee parking fee. If the city pays for employee parking, it is a net \$0 benefit, and if the employee has to pay the city more to work here, then this is just a way to reduce their net compensation. Why should they be forced to pay payroll taxes on income that is just handed back to the city in fees? If the objective is to reduce employee compensation, better deal with it directly.

Please decide wisely.

Sincerely,

Howard Simon

Palm Dr., Hermosa Beach

01/10/2011

parking

From: Stacy DeCario [sdecario@hotmail.com]**Sent:** Monday, January 10, 2011 11:30 AM**To:** parking**Subject:** Proposed parking changes

My name is Stacy DeCario and I have been a resident of Hermosa Beach for 12 years. I am very upset with the proposed increases for parking permits. Why would you think it is ok to increase the cost of the resident pass by more double? I could understand raising the price to \$50 but \$100 is ridiculous and why is the guest pass suddenly going to be \$300? I personally have only purchased the guest pass for the last several years as a way to save money and now you're essentially trying to take that option away. I would really like to understand why you believe these dramatic increases are necessary. Unfortunately I have to work on Tuesday night so I will not be able to attend the meeting but I hope the council will reconsider the proposed increases to be able to park on the streets we live on. Not everyone in Hermosa Beach has large bank accounts and even if they do this is still extremely unreasonable. Thank you for taking the time to read this email, I hope you will consider how these increases will impact us all.

Stacy DeCario

01/10/2011

parking

From: Michelle Bennett [mben1044@aol.com]
Sent: Monday, January 10, 2011 10:50 AM
To: parking
Subject: Changes to Preferential Parking Program

Dear Members of the City Council,

I am writing to you as a fifteen year resident of Hermosa beach regarding the proposed changes to the preferential parking system.

I believe the proposed changes are unfair to residents and recommend that the proposal as outlined be referred to committee to consider other revenue streams that can be tapped that will allow for more moderate increases in fees to residents.

I understand the need to generate revenue for the city but can only support a moderate increase in parking fees.

Thank you for your consideration.

Sincerely,

Michelle Bennett
15 year resident - Hermosa Beach
98 18th Street
Hermosa Beach, CA 90254

parking

From: hermosasay@aol.com
Sent: Monday, January 10, 2011 10:42 AM
To: parking
Subject: parking permit fees

please
stop the out of control
taxation hike
this raise in parking permits
it is just wrong
called a fee aka it is a tax
with no vote of the public
see how many council people
would have won if this was their platform none of you shame on the council you are NOT
representing the home owners stop punishing the home owners we do not owe the city to park
on the street this is the jaws of government eating its own cut the government budget stop
expanding government stop spending the peoples money YOU RAISE THE FEE AND SPEND IT THEN
NEXT TIME YOU WANT TO RAISE THE FEE this is the never ending story change the music now is
the time to stop government expansion

as far as parking more
you can build a parking lot in downtown hermosa beach east of scotties on the strand
parking lots encourage visitors and make the city money

lots of your homeowners
myself included
buy parking permits
so we can put cars of guests in our garages and our cars on the street and now you want
300 bucks so we can have guests stop taking advantage of the homeowners to cover your
money managment failures you raise fees

have lived here for 36 years
and have no voice

please vote no
susan lagrelius christensen md
the strand

parking

From: Gary Mammet [garyhb@verizon.net]
Sent: Monday, January 10, 2011 11:21 AM
To: parking
Subject: Preferential Parking Program

I am adamantly against any and all increases in the resident parking permit fees.

As a long term (over 40 years) resident of 27th Street I know full well the history & ramifications of our parking issues. This current attempt will not solve those problems. It only exacerbates them and infuriates the residents.

Gary Mammet
238 27th Street
Hermosa Beach

01/10/2011

parking

From: Steve [spp88@verizon.net]
Sent: Monday, January 10, 2011 1:52 PM
To: parking
Cc: peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com; City Clerk
Subject: Parking Permit Fees: Council Meeting January 11
From:

Steven Peterson
2460 Myrtle Ave
Hermosa Beach, Ca.

Dear City Council Members,

I regret I am unable to attend the January 11 city council meeting, but I do hope my voice is heard through this communication.

As a 40 year homeowner and resident on Myrtle Avenue, I object to the proposed fee structure in the most vehement terms.

The resident parking permit system began as a convenience to residents near the beach as we were greatly impacted by beachgoers parking in front of our homes. We tolerated the modest fees, and their periodic increases, to help us park on our streets in front of our homes. There was a belief that these fees somehow offset the cost of administering the system, but of course we know it was just an income line in the general fund. Last year, to our annoyance, the enforcement hours were changed on our street to be aligned to downtown bar visitor limitations rather than beachgoers, even though we are not impacted by downtown. This change adds to our local inconvenience and should be reversed.

Now the "Residential Parking Permit" system has been rebranded to the "Preferential Parking" program. Along with this rebranding comes a proposal raise the fees by 150% and more, thereby making the system a major income generator beyond the parking tickets issued in the enforcement zone. If I have correctly read the city's budget, current permit revenues are \$394,000; hardly a trivial amount. I can only guess what the proposed increase would generate, but someone must be dangling figures well in excess of \$1,000,000. It must be tempting for those trying to raise revenues, but it is an outrage to we residents. (If this revenue boost is so critical, then make the system city-wide and enforce it 24/365 so everyone in the city can share the burden and benefits alike. In this case the system is no longer to be about being a convenience for residents anyway, so just go for as much revenue as is possible.)

Summary: Fees at the proposed level are simply unjustifiable and unacceptable. The proposal should be voted down, and I trust that council members who represent the residents and homeowners who voted for them will see it the same way.

Best Regards,
-Steve Peterson

01/10/2011

parking

From: jpearlb@aol.com

Sent: Monday, January 10, 2011 11:10 AM

To: parking

Subject: parking permits

Dear Sirs:

Whose bright idea was it to increase the parking fees? Are you trying to chase people away from Hermosa Beach? No one should have to pay for parking. I have lived in Hermosa Beach since 1944 and have seen lots of changes, but this has got one of the worst ideas ever. The parking pass fees have continually increased each year, but this is absolutely ridiculous and not reasonable at all.

Council members, please have the decency to vote NO on this issue.

Sincerely,

Jean Brown

01/10/2011

parking

From: Cari Petok [cari@lerneretcie.com]
Sent: Monday, January 10, 2011 10:50 AM
To: parking
Subject: Hermosa Bch- parking permit increase
Importance: High

I realize that there are justifiable concerns among residents that reasonable parking opportunities be provided. I contend that this can be achieved without a disproportionate burden of the responsibility falling on the shoulders of a select few coastal residents.

The Argument:

The City Council is considering raising the parking tax on a select group of Hermosa Beach residents from \$40 to as much as \$300 per vehicle, a **750% increase**. Don't let them fool you into thinking they're doing you a favor when the council offer's you a \$60 settlement. That is still a 50% tax increase on top of what you as a Hermosa Beach resident already pay.

This is allegedly being done to finance a system [fund 110] designed to provide parking opportunities for the entire community as well as coastal visitors.

This taxation is arbitrary and, being neither necessary, fair, uniform, nor apportioned is unjust, and must be terminated.

The Solution:

The City of Hermosa Beach shall apportion the revenues generated from visitor parking fees and fines and allocate funds to provide residents in the affected areas Resident Parking Passes free of charge.

The Reasoning:

Coastal access can be funded entirely from parking meter collections and meter violations. The City of Hermosa Beach reports collecting nearly **Two Million Dollars a year in coins from parking meters alone!**

As a reference, the last reported example available in which parking enforcement was a

separate department, the city reported operational expenses of approximately \$790,000, which included street sweeping operations. Discovering today's fiscal equivalent is not as easy. The duties and responsibilities of parking enforcement have been reallocated to fall under the far less specific umbrella of the Hermosa Beach Police Department and are therefore reported in a much more general way.

The Treasurers Office may not make a clear and concise reporting, but we can extrapolate from this previous data.

The same year that parking enforcement was costing the city \$790,000, a revenue was reported of \$724,000 in coins collected from the cities parking meters. In 2008-09 this collection is reported to have totaled just over \$1,665,000, and in the 2009-10 fiscal year the City of Hermosa Beach reports collecting **\$1,908,730 in coins from parking meters alone**, a 260% increase from our reference point. If we were to allow for a 260% increase in the city's costs, today's parking enforcement would require just over \$2,054,000 in annual funding.

Keep in mind that the numbers I've mentioned so far only include coins collected from parking meters. Millions of dollars of revenue are realized every year from ticketing; meter violations, non-meter "one hour" violations, and street sweeping violations. **Ticketing generates millions in additional revenue.**

Now add to that number nearly half a million in revenue from guest parking permits, driveway permits, day permits, contractor permits and the all too familiar resident parking permit, and we get a pretty clear idea of what a windfall the city realizes from the implementation of Coastal Access.

Where does the surplus go?

Any funds collected in excess of costs (operating parking enforcement fund 110), are funneled to the General Fund, which means; not only is a very select group of Hermosa Beach residents supposedly footing the bill for coastal access for the entire community, but we are also being held responsible for bills associated with a number of communal expenses such as General Administration, Maintenance & Construction, and City Insurance Premiums.

Conclusion:

We ask that this form of taxation be terminated and that eligible residents of the City of

Hermosa Beach be issued resident parking passes free of charge.

The city of Hermosa Beach should continue to provide visitors and residents the benefits intended by fund 110, and do so with funds generated by visitor contributions (metered parking) and violation fees (one hour/meter violation ticketing).

Fund 110 should not be viewed by city government as an opportunity to generate revenue in an effort to bolster the General Fund.

Cari Petok
Lerner et Cie
127 E. 9th Street #1103
Los Angeles, CA 90015
P: 213.622.8293
F: 213.955.2548
cari@lerneretcie.com

parking

From: Ronda Pagnini [rpagnini143@hotmail.com]
Sent: Monday, January 10, 2011 2:56 PM
To: parking
Subject: Outrageous permit costs

The fact that we as home owners ever even needed to pay to park on our own street was ridiculous to start with. For the city to even think of raising these fees a dime is like stealing! Do we not already pay taxes on our home? Or did you forget that? Shame on you for asking for more money! If we were not in a recession it would still NOT be okay. Let me remind you of the state of the economy. You are being unfair, unreasonable, and down right ridiculous. I think our parking passes should be FREE. I guess we could all park on the block behind us for FREE. Why not!

parking

From: Jana [janaatthebeach@mac.com]
Sent: Monday, January 10, 2011 2:23 PM
To: parking; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com> >; Peter Tucker
Cc: Elaine Doerfling
Subject: Parking permit fee increase

Dear Hermosa Beach City Council Members and City Clerk:

I have lived in Hermosa Beach for 9 years, 8 years as a property owner at 15 15th Street. I believe the annual parking permit fee increase is excessively high and propose the city meet to discuss in committee alternative ways for raising money. I only have one parking space in my subterranean parking garage thus I have to buy a sticker and a hanging permit for visiting guests. The price of buying two parking permits together is \$400.00. From \$80.00 annually to \$400.00, this is an astronomical 500% increase. Please consider a small gradual increase to the parking fees as I feel this is an unfair increase especially to homeowners who are already paying high property taxes to the city.

Thank you,

Jana L. Nizny
15 15th Street, Unit 2
Hermosa Beach, CA 90254
310-266-9694

parking

From: Marcus Garcia [marcusgarcia@live.com]

Sent: Monday, January 10, 2011 3:03 PM

To: parking

Subject: Parking Permit Fee...

Not surprisingly I'm completely against the increase in the resident parking permit fee as I'm sure every other resident is. The increase is unjustified and unnecessary; to wit:

1. We live here, pay astronomical property taxes here, pay bonds here, pay excessive sales taxes here etc. etc....enough is enough.
2. In looking over the 2009 earnings of all city employees HERE a few things jump out:
 1. The city manager makes over \$250K - I'm sure you could fill the spot for half that amount with no discernible impact on the city
 2. There are 50...yes 50...city employees with salaries in excess of \$100K

So from what I can tell...if the city needs more money then stop taking it by breaking my back with nickel and dime tactics like this parking permit fee...and find it in your own house instead of mine.

01/10/2011

parking

From: Marco Smaldone [msmaldone@verizon.net]
Sent: Monday, January 10, 2011 2:21 PM
To: parking
Subject: OBJECTION TO PARKING PERMIT INCREASES
TO: Hermosa Beach City Council Members and the City Manager

FROM: Marco and Margaret M. Smaldone
123 Longfellow Avenue
Hermosa Beach, CA
Phone: (310) 376-7389
Email: msmaldone@verizon.net

My wife and I wish to register our strongest objection to the proposed increase in residential and guest parking permit fees. We have lived at the above address for 37 years. We have been buying one residential and one guest permit since this UNFAIR TAX was first imposed on those of us who live west of Valley. Not only has this been unfair to us as residents, since anyone East of Valley does not have to by resident parking permits or guest permits, but is in unfair when we want to have guests visit us in our home. WE HAVE BEEN LIMITED TO HAVING FRIENDS OR FAMILY VISIT US IN OUR HOME, ESPECIALLY SINCE WE HAVE GOTTEN OLDER AND WISH TO ENTERTAIN MORE AT HOME. This unfair tax has increased over the years to \$40 per resident and guest permit. THIS IS ALREADY AN OUTRAGEOUS FEE AND THE PROPOSED INCREASE TO \$100 FOR A RESIDENT PERMIT AND \$300 FOR A GUEST PERMIT IS ABSURD. Forty Dollars per permit is already an outrageous fee (TAX???)

At a minimum there should be no increase and actually a lowering of this fee, NOT THIS OBCSENE INCREASE. WE HOPE YOU WILL NOT APPROVE THIS PROPOSED INCREASE, OR ANY INCREASE FOR THAT MATTER!! Hermosa Beach already makes a great deal of money from parking tickets and fees (which by the way have also increased over the past few years) of all kinds, you should not need to increase the burden on those of us who live west of Valley!!

Marco & Margaret Smaldone

01/10/2011

parking

From: sally Liu [slfromhb@gmail.com]
Sent: Monday, January 10, 2011 2:19 PM
To: parking
Cc: Alex Manners
Subject: Objection to Proposed Changes to Preferential Parking Program

Dear Hermosa Beach City Council Members:

We are writing to voice our vehement objections to the proposed increased fees for parking permits. More than 150% increase for just the first resident permit, and an over 700% increase for a guest permit is absolutely ludicrous and completely unwarranted! For those of us who live in the restricted parking zone, the proposed increases are tantamount to extortion! Realistically, we have no choice but to buy at least one permit. Otherwise, we (or our guests) cannot ever park in front of (or even near) our own house for more than an hour without risk of getting a ticket! It is our understanding that the parking permit requirement in the sand section and near the business districts was meant to *protect* the residents in those areas by deterring beach goers and other visitors from taking over our streets. In this instance, however, it seems that the permit requirement is being used to *punish* us with an extreme and unfair parking "tax."

Although we typically park both our cars in our garage, there are times when it is necessary for us to park one car on the street, such as when we are cleaning the garage. Furthermore, when we have guests visit, it would be unreasonable to expect them to park a long distance from our house. Therefore, it is still necessary for us to buy at least one guest permit each year. At the new proposed rate, it would cost us \$500 a year (\$200 for our own cars and \$300 for a guest permit) to be able to park our two cars on our street, and to have a friend over to visit!

We understand that the idea of increasing permit fees came up as a result of complaints against those who have abused the system in the past. However, to the extent there are residents who own multiple cars and are taking up all the spaces on any given street, we trust that the Council should be able to come up with a more reasonable and tailored solution--one that does not punish ordinary residents who just want to be able to park a car or two near their own house and have a friend or two over for dinner.

If there is a problem with residents owning multiple cars and taking up all the spaces, then why not increase the fee only after the second car? Although, if someone has the wealth to own numerous cars, it is doubtful that increased permit fees would deter them from parking those cars on the streets. Alternatively, why not just maximize the number of resident parking permits that can be issued to any one residence?

As for guest permits, there is already in place a limit of one permit per residence. Therefore, there is no room for abuse by getting multiple guest permits, and no legitimate reason for such an extreme rate increase. It is simply insane for us to have to pay \$300 a year just so a friend can visit for more than an hour!

It is simply unfair to punish ALL the residents of the restricted parking zone for the alleged abuse by a few. We are hopeful that the council will be able to find an alternate solution to the problem—one that is more reasonable and narrowly tailored to address the specific problems at hand.

Sincerely,

Sally Liu & Alex Manners

01/10/2011

parking

From: alex mcbean [alexandermcbean@gmail.com]

Sent: Monday, January 10, 2011 3:31 PM

To: parking

Subject: Parking Fee Increase

To Whom It May Concern:

I am sending this email in regards to the proposed parking sticker and guest pass increase for Hermosa Beach. I am a special education teacher, who currently resides at 35 17th St. Apt. 5, in Hermosa Beach. I am a father of two children, ages 5 and 2, along with my wife of 7 years.

As a 12 year resident of your city, I find it very excessive raising the fee in upwards of 500% for two stickers and a guest pass. I, unfortunately, have a very small garage, and rely on the resident parking permits to park my two vehicles on Hermosa Ave.

Among my monetary concerns, as a family on a budget, I am also concerned about theft of the stickers, and mainly the guest passes. Someone may as well hang 3 \$100 bills on their rear view mirror, and anticipate the "smash and grab" upon arriving at there vehicles after visiting, and often times, spending money in our city.

Please reconsider a normal, 5-10% increase, or something that is reasonable for all families, not just the fortunate ones who are more well off than us blue collar people.

Thank you for your time.

Alexander S. McBean

01/10/2011

From: Robert C. Aronoff [mailto:robert@aronoff.com]
Sent: Saturday, January 08, 2011 12:26 PM
To: Howard Fishman; jeff@jeffduclos.com; 'Michael DiVirgilio'; pbobko@rwglaw.com;
Peter@electpetertucker.com; Steve Burrell
Subject: Preferential Parking Program

I oppose raising the rates for the hanging guest pass. I am fortunate to have several on-site parking spaces at my home. Nevertheless, each year I purchase a hanging guest pass for my guests. It is in fact used only about 10 times a year when I have more guests than my property can accommodate. The \$40 price is reasonable; \$100 is too high; \$300 is outrageous.

I realize that many residents do not have parking and need to park their cars on our streets every day. Compared to a monthly garage rental, \$100 annually is a bargain. Moreover, apartment owners that do not provide parking for their tenants are profiting by burdening the city streets.

Paying for the cost for street parking should be more closely matched to those who use it. I would like to see you preserve a guest parking program for true guests that is reasonably priced.

A plan might provide for the purchase of single use guest passes similar to the party passes now sold. However, it would not require residents to go to City Hall to purchase each pass for a particular day. It need to be flexible so that the resident can issue it when a guest shows up.

Alternatively, prices might be reduced for those that have sufficient off street parking.

Robert C. Aronoff
124 The Strand
Hermosa Beach, California 90254
Telephone: 310/318-2222
Facsimile: 310/943-1400

From: Peter McCourt [mailto:pmccourt@socal.rr.com]

Sent: Sunday, January 09, 2011 12:58 PM

To: Steve Burrell

Subject: Oppose Parking Fee Increase

I believe residents and their guests should have free access to parking in front of their houses and removing the parking pass fee for residents would be the best solution. At the very least please don't increase these fees.

Peter McCourt

2510 Manhattan Ave

Hermosa Beach, CA

From: Kristin Foord [mailto:kristinfoord@yahoo.com]
Sent: Sunday, January 09, 2011 2:41 PM
To: peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com
Cc: Steve Burrell
Subject: Comment on parking pass rate increases

Dear Councilmembers,

Thank you for the opportunity to comment on the proposed parking pass fee increases.

My husband and I have lived on the first block of 18th St. in Hermosa Beach for four years.

We consider ourselves lucky to have a one-car garage, but that still means we must park one of our two cars on the street. We both purchase parking passes, to allow for flexibility in who parks in the garage vs. the street. We also purchase a guest pass, which allows family and friends to visit us without watching a meter.

I understand the City's need to generate additional parking pass fees, but the new proposed rates - especially those for guest passes -- are draconian! Charging \$60 for each of the first **two** passes -- a 50% increase -- would be reasonable. I **am** in favor of charging significantly more for the third (and fourth, and fifth, etc.) resident parking permit(s), in order to disincentivise abuse. The guest pass should cost \$60, or the same as the first resident permit.

Suddenly raising the rates as proposed, by as much as 300%, would place an undue burden on beachside residents, who must purchase these passes in order to live here with some degree of convenience. We are willing to pay a price for this convenience, but please do make those prices *reasonable*, especially during these difficult economic times.

Sincerely,

Kristin Foord
54 18th St.
Hermosa Beach

From: AJSTUMPFJR@aol.com [mailto:AJSTUMPFJR@aol.com]

Sent: Sunday, January 09, 2011 3:35 PM

To: Steve Burrell

Subject: (no subject)

Vote no on the parking permit increase.If this passes I will start a recall of all members voting for the increase.

From: John Hoppe [mailto:john.hoppe@oaginc.com]
Sent: Monday, January 10, 2011 2:25 PM
To: Steve Burrell
Subject: Hermosa Beach Parking

Hello Mr. Burrell,

I am strongly against the 750% increase in the parking rates for this upcoming year. Myself, as well as my three roommates, are all required to park on the street around our apartment. This added cost, combined with the parking tickets that we inevitably incur throughout the year, provide an undue burden on all of us. This increase effects us even more, as we are all recent college graduates struggling to save for our future.

Thanks for your time,

John Hoppe
Audit Associate
john.hoppe@oaginc.com
P (949) 300-3522
F (949) 588-8924

Occupancy Cost Audit Group, Inc.
One Orchard Road, Suite 130
Lake Forest, CA 92630

parking

From: Liz Brubaker [liz.brubaker@netzero.net]

Sent: Monday, January 10, 2011 3:48 PM

To: parking

Subject: Parking Fees

I have lived in Hermosa Beach for 40 years, 24 years as a property owner at 15 15th Street. I believe the annual parking permit fee increase is excessively high. You are raising the fee more than 100%!

Please raise the fees gradually each year.

Liz Brubaker
15 15th Street, #23
Hermosa Beach, CA 90254

Globe Life Insurance

\$1* Buys \$50,000 Life Insurance. Adults or Children. No Medical Exam.
CoverageFor1Dollar.com

01/10/2011

To: Honorable Mayor Tucker and Members of the Hermosa Beach City Council
Subject: Options for Amending Preferential Parking Program (01/11/11 CCM)

The upcoming 01/11/11 City Council Meeting includes a discussion regarding the options for amending the City's current Preferential Parking Program.

Although most of the discussion has been focused on raising the cost of the parking permits within the Preferential Parking District (generally the area west of Loma Drive), I would like to discuss the issue of Driveway Permits.

According to the Staff Report for the 07/27/10 City Council Meeting, the Driveway Permit Program has been in effect since 1984 and this is a city-wide program. I would request that City staff confirm that the City Council intended this to be a city-wide program or perhaps intended the Driveway Permit Program to affect only the City's Preferential Parking District area; this can be done by researching the applicable City Resolution, City Council Staff Report, and City Council Meeting minutes.

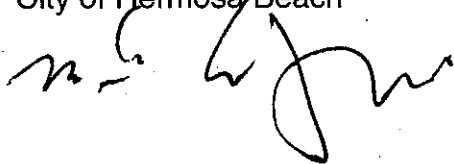
If the city-wide applicability of the Driveway Permit Program is confirmed, then I request that the City Council consider removing the Driveway Permit requirement for all City areas outside of the current Preferential Parking District.

Since there are no current parking restrictions (other than street sweeping restrictions) and no preferential parking districts for the areas east of Loma Drive, the Driveway Permit Program is unnecessary in these areas. While the City's current Preferential Parking Program affects on-street parking within the Preferential Parking District then the Driveway Permit Program within this area is consistent with the restrictions to on-street parking within the District. Since there are no current Preferential Parking Programs that affect on-street parking outside of the current District, then the city-wide applicability of the Driveway Permit Program is inconsistent with the on-street parking of the area outside of the District.

Removing this requirement of the Driveway Permit Program will also require modification of City Municipal Code Section 10.32.080.

Thank you for your consideration on the matter.

Michael A. Guerrero
City of Hermosa Beach



RECEIVED
JAN 10 2011
COMMUNITY DEV. DEPT.

parking

From: Karl C. Smith [kcsmith@HNTB.com]
Sent: Monday, January 10, 2011 4:44 PM
To: parking
Subject: impacted zone residential parking permit

To whom it may concern,

As residents of Hermosa Beach for the past 8 ½ years and 4 ½ years previously, I am very familiar with the parking issues and challenges therein. The street sweeping schedule and often vague (faded) parking restriction sign are often confusing and always difficult to read for locals and visitor. Regardless, we willingly pay the consequences (fines) and apologize to our visitors who get victimized. With the increased visitor tag fees proposed we may not need to worry about visitors in the future because we won't afford the pass.

The impacted zone permit program should be for the benefit, not a penalty, for the residents who live west of Loma, as it has been in the past. There is an understood need to charge a nominal fee for the administrative costs associated which have risen gradually (inflation?). The proposed astronomical increase for the pass cannot be justified and should not burden residents who have proven they live in this region. Now the city is expecting this population (renters) who can least afford this ridiculous increase to shoulder the city's budget problems!

The escalation of this charge as a means to restrict the number of passes sold is redundant. There is already a limit of one pass per resident and one visitor pass per household. Penalizing a small minority of the population who live in this area and have inadequate garage space is unfair. Why should most of the city's residents be allowed to park on the street in front of their houses free? The money generated by this sale of the citizen's right to park on a public street is placed in the general fund for the benefit of the entire population. The burden of this parking 'tax' should be shared by them, too. Or no one should pay a dime. This would be an inequitable assessment and an unfair (illegal) surcharge. If this moves forward I am certain the city will be sued yet again.

Sincerely,

Karl C. Smith
2540 Hermosa Ave. #3

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01/10/2011

parking

From: SNMLEAHY@aol.com
Sent: Monday, January 10, 2011 4:46 PM
To: parking
Subject: Proposed Preferential Parking Fee Increases

I have lived in Hermosa since 1977. Since 1983 I have owned my own home. During all of that time I have lived West of Morningside and North of 26 th Street. Until reviewing the 115 page report on this subject was completely unaware of the driveway permits. Since 1977 I have never understood how the city could complain and worry about parking and yet approved driveways on the street for new homes that have access from an alley. And now you are proposing to increase the permit by only \$10 dollars on a one time basis. I see no logical reason to grant these homeowners the benefit of an inexpensive on street parking pass when the driveway should, in the cases I have noted, never have been permitted.

As to the proposed increases in the other permits, stating the obvious, the sudden and precipitous increases seem random at best. Is the objective to raise money, discourage residents from parking near their homes or local businesses (yellow meters)? What analysis has been done on whether the proposed increased amounts will do anything but price low income individuals and families out of purchasing passes? Has there been any study of other cities similar to Hermosa and the effectiveness of this sort of plan doing anything other than raising money?

Assuming that the City can offer some legitimate and supportable reasons for a rate increase, then I recommend it be phased in over a period of three years. For example raise the \$40 yearly fee to \$60 the first year. Follow that with an analysis of the number and type of permits purchased, evidence of greater availability of parking. Then if there is continued support for and valid in the plan raise the fee from \$60 to \$90.

At present this proposal seems reactive, without any evidence that it will serve the desired purposes.

If the Council decides to approve the massive increases, then permit holders should be allowed to park in all meters, yellow or not.

In conclusion I think the Council should really consider whether parking in Hermosa is a problem or a virtue. It is always described as a problem because it is limited. However, on a holiday weekend it is usually Santa Monica or Huntington Beach that are on the news with pictures of the thousands of people at the beaches filling the parking lots, not Hermosa. I have always looked upon that as a positive. Hermosa cannot be overrun because there simply is not enough parking. There never will be enough and the Council needs to embrace that, rather try ineffective,

01/10/2011

piecemeal approaches that will ultimately have little or no impact on the "problem."

Please reconsider these excessively large increases and take a more gradual approach over a three year period, while evaluating the impacts each year.

Sincerely,

Michael V. Leahy
29th Street

Michael V. Leahy

Yu-Ying Ting

From: Lori Khajadourian [Lori.Khajadourian@SMGOV.NET]
Sent: Monday, January 10, 2011 4:29 PM
To: Yu-Ying Ting; 'peter@electpeterucker.com'; 'kkfish@earthlink.net'; 'jeff@jeffduclos.com'; 'kit.bobko@gmail.com'; 'mdivir@gmail.com'
Cc: Steve Burrell
Subject: Parking Fee Increase Questions

Hello,

I live at 218 Manhattan Ave. I am writing to express my disappointment in City Officials and City Staff for the poor way in which you've handled this parking permit fee increase issue.

I have to admit I was part of the large contingent in our community that was blind sighted by the flyer we received in the mail last week with the new parking permit fees. I consider myself a semi-informed member of the community who visits the City's website regularly and reads local papers yet I didn't see this coming at all. I had read articles in The Easy Reader about the upcoming changes to business license fees, but I never did see anything about parking permit fees. I've now heard a rumor that there was a staff report back in July. If this is true why wasn't this matter brought to the forefront sooner and that report posted on the main page of the City's website? Why was there no mention of it in the City's E-Newsletters? Why didn't the local paper cover this? The notice that was mailed out last week was not informative or useful.

The backlash in the community wouldn't be so great if City Staff and Officials had done a better job of making sure residents had a heads up that parking fees might be increasing and ensuring we all understood the rationale behind the increases. The flyer that was sent out should have been more informative and offered an explanation of why the fees were being increased by so much and why all in one go. It should have included the matrix that had been used to come up with the new fees to help people understand.

I would like to know what the City will be using all this newfound revenue for?

Unfortunately I can't attend the meeting tomorrow since I have tickets to the Laker game, so I hope my letter doesn't fall on deaf ears and I at least get a response since I still haven't received a response to the email I sent to the Mayor and City Manager last week about other issues.

Thank You,

Lori Khajadourian

Administrative Analyst - Housing and Economic Development
City of Santa Monica (310) 458-2284

01/10/2011

-----Original Message-----

From: Terri Herrick [mailto:terriherrick@earthlink.net]

Sent: Monday, January 10, 2011 8:49 PM

To: 'Jana'; parking; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com; 'Peter Tucker'

Cc: Elaine Doerfling

Subject: RE: Parking permit fee increase

Hi City Council

I have lived in Hermosa beach since 1990. I have owned a condo since 1998.

I am very upset to hear the proposed parking pass increase. I think this increase is way to high. Many of us have been longstanding residents and do not feel we should be subjected to such a rate increase. What is the justification for a 500% or greater increase? We pay a lot already as Jana mentioned for property taxes. I support our local business/bars/restaurants

Thank you

Terri Herrick

Terri Herrick

Vice President, Sales & Contracting

RadNet Management, Inc.

Cell: (310) 466-3512

Fax: (310) 937-9430

terriherrick@earthlink.net

-----Original Message-----

From: Jana [mailto:janaatthebeach@mac.com]

Sent: Monday, January 10, 2011 2:23 PM

To: parking@hermosabch.org; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com> >; Peter Tucker

Cc: edoerfling@hermosabch.org

Subject: Parking permit fee increase

Dear Hermosa Beach City Council Members and City Clerk:

I have lived in Hermosa Beach for 9 years, 8 years as a property owner at 15 15th Street. I believe the annual parking permit fee increase is excessively high and propose the city meet to discuss in committee alternative ways for raising money. I only have one parking space in my subterranean parking garage thus I have to buy a sticker and a hanging permit for visiting guests. The price of buying two parking permits together is \$400.00. From \$80.00 annually to \$400.00, this is an astronomical 500% increase. Please consider a small gradual increase to the parking fees as I feel this is an unfair increase especially to homeowners who are already paying high property taxes to the city.

Thank you,

Jana L. Nizny

15 15th Street, Unit 2

Hermosa Beach, CA 90254

310-266-9694

Yu-Ying Ting

From: Grant Leeds [grantleeds@gmail.com]
Sent: Tuesday, January 11, 2011 9:20 AM
To: Yu-Ying Ting
Subject: Preferential Parking Program Cost Increases

Dear Hermosa Beach Rep,

As an 8 year Hermosa Beach resident who has lived on the Strand, Loma, Bayview and now Hermosa Ave, I'm shocked at the thought of Hermosa increasing parking costs to individual residents by more than 250%. I live with two other roommates so our total cost would go from \$160 for three permanent parking passes and one hanging pass to \$700. That is an excessive increase that will drive away renters who play an integral role in the small Hermosa Beach economy. If I didn't live in this town I wouldn't patronize the local shops and restaurants as often as I have over the past 8 years.

I would like to remind you that owning and operating a car in LA is not a luxury like it is in NY or Chicago. Poor public transportation in this area makes owning a car a necessity for everyone. And in a bad economy where prices are steadily going up for everything to include gas & food, implementing an increase in parking costs by more then 250% will drive people out of Hermosa. I don't believe that's the goal of the parking price hike, there must be other ways to increase Hermosa's operating budget besides focussing on the people who live here and support this small town's economy.

Thanks for takig the time to hear my concerns and thoughts.

Respectfully
Grant Leeds

01/11/2011

Yu-Ying Ting

From: Casey Pepe [caseypepe@yahoo.com]

Sent: Tuesday, January 11, 2011 10:58 AM

To: Yu-Ying Ting

Subject: Parking Permits

Hello,

As a longtime resident and homeowner for over twenty years here in Hermosa Beach, I must say I am deeply appalled by the new parking permit proposals! Understanding that the natural inflation of most things will continue to rise a 250% increase on a necessity is ludicrous!!! We are all coming off a tough couple of years and to throw this down our throats is absolutely absurd!

Please consider on behalf of the citizens of this wonderful community to amend or throw out his "Indecent Proposal"!

Regards,

Casey Pepe
2054 Circle Drive
2454 Palm Drive
319 29th Street

Casey Pepe

Wine Manager

Pacific Wine & Spirits

caseypepe@yahoo.com

323-899-3676

From: Hildyard, Wesley (GE Healthcare) [mailto:Wesley.Hildyard@med.ge.com]
Sent: Tuesday, January 11, 2011 9:54 AM
To: Steve Burrell
Subject: Proposed Parking Fee Changes

Dear Mr. Burrell:

I've been a resident in HB since 1997. My wife and I purchased an old beach home on Palm Drive then. Our family has two vehicles that battle for a one-car garage. Because of that, we typically pay for two resident permits, and a guest pass for several reasons. As an example, our children receive tutoring support and our guest pass is used by those individuals so they can park at our house without looking at the clock or interrupting progress to move a car.

Recently, I received the "!!! IMPORTANT NOTICE!!!" card in our mailbox (thanks for communicating this so efficiently), and I was actually taken aback at the proposed fees for resident parking permits. In the past, I pretty much just paid the amount for our vehicles and didn't ask too many questions. I did notice fee increases each year, but continued to pay the amounts...It's unfortunate, but I get a true feeling, that my city's administration is extorting me and my family, to some degree. The fact we have to pay a yearly parking fee at all, is worth a serious debate. I know it's considered "Preferential", but the reality is that there are many, many families and residents that don't have 2, 3, and 4 car garages or parking spaces, because the homes we own never had them. Should we be punished for that?

With this being said, Mr. Burrell, I implore you to recommend to our city council, that the increases in resident parking fees stop. I feel like I'm being punished because I own an old beach cottage that only has one parking spot. Your proposed rates simply punish the very residents that can least afford them.

Thank you for your consideration,

Wesley Hildyard
HB Resident

From: UrsuBr@aol.com [mailto:UrsuBr@aol.com]

Sent: Tuesday, January 11, 2011 12:06 PM

To: Steve Burrell

Subject: Resident Parking Issue

An increase of 250% in resident parking fees is outrageous. How can the City justify such an increase imposed only on a few citizens of Hermosa Beach. To target local residents for any parking fee simply because they live closer to the beach than others is outrageous. We are charged simply because you can.

There should be NO parking fee for any resident.

parking

From: Jim Curnutt [juncurnutt@gmail.com]
Sent: Monday, January 10, 2011 11:44 PM
To: parking
Subject: Proposed Increase - Permit Parking

In regards to the proposed changes in the fees for the Resident Parking Permit cost structure as referenced in the "Important Notice" I recently received, here are my comments:

1. The increases as noted in this card amount to 250% to 750% over the current rates. This is not acceptable. What are you people thinking.
2. This town has a "parking problem" and the area that you are focusing on is adjacent to a very busy downtown dining/nightclub area.
3. I have lived 2 blocks north of Pier Avenue, on Manhattan Avenue for the past 30 years and I have witnessed the increase in parking demands in my neighborhood. During the summer and the Fiesta de las Artes...I cannot park near my house unless I am extremely lucky.

Now you want to raise the ante 250% for me to even try. Forget it. This is this a very stupid approach to fixing a "problem" that I feel is little more than a halucination by Jerry Gross. Since when was he appointed the Parking Guru. If you go through with this plan it is just another "tax" that people will pay, you will still process over 5,000 Resident permits, 4,000 plus Guest Permits, but at rates that are simply punitive and for no qualified reason. This is simply a grab at more money from the resident with nothing in return. Are you making more parking spaces available? No.

I would suggest raise the cost of parkin tickets if you wan to raise monies for the city coffers. This plan is ludicrous.

--

Jim Curnutt
The Beach Reporter
The Daily Breeze
The Palos Verdes Peninsula News
400 S. Sepulveda Blvd. # 247
Manhattan Beach, CA 90266
Ph: (310) 372-0388 Ext 223
Fax: (310) 372-6113
juncurnutt@gmail.com

01/11/2011

parking

From: Bryan Carlson [bryan.j.carlson@gmail.com]

Sent: Monday, January 10, 2011 9:59 PM

To: parking

Subject: Do not support the potential increase for parking permits

My wife and I have grown up in the south bay and now live in Hermosa Beach. We very much enjoy living here but strongly disagree that the city should be raising the cost of the parking permits to penalize their tax paying residents. You already give enough tickets to residents every week for pointless street cleaning. Focus on reducing your spending and don't make the residents shoulder the burden.

Bryan and Amy Carlson

01/11/2011

parking

From: John Schueller Jr [johntsc1@yahoo.com]
Sent: Monday, January 10, 2011 9:30 PM
To: parking
Subject: No Parking Permit Rate Increase

City Council,

Raising the resident parking permit fees is unacceptable. You will be punishing residents like me for parking on my own street. How would you like to pay to park in front of your own residences?... One low rate per permit should be our right (and I would petition it be less than \$40/yr). More than adequate revenue is raised from parking offenders and the increased permit/citation times initiated in the last year.

Regards,

John Schueller
337 Longfellow Ave, Hermosa Beach

parking

From: Tony Fitzgerald [tfitzgerald@premiereestates.com]

Sent: Monday, January 10, 2011 9:44 PM

To: parking

Subject: No Increase in PARKING PERMITS

Dear Sirs

PLEASE NO INCREASE IN PERMIT FEES IT IS UNREASONABLE AND UNNECESSARY.

IT WILL COST EACH OF YOU VOTES AND RE ELECTION.

ITS UNFAIR AND UNNECESSARY.

IF YOU NEED MORE MONEY JUST MAKE THE BARS ON PIER AVENUE PAY A MARKET RENT FOR THE CITY
REAL ESTATE THEY USE NOW FREE OF CHARGE ON WHICH THEY SELL ALCOHOL.

THIS COULD RAISE MILLIONS FOR THE CITY AND SCHOOLS.

IF YOU VOTE FOR PERMIT FEES INCREASES YOU WILL LOSE MANY VOTES AND ONLY A FEW MAKE A
DIFFERENCE.

THANKS

Anthony Fitzgerald

Resident

01/11/2011

parking

From: Terri Herrick [terriherrick@earthlink.net]
Sent: Monday, January 10, 2011 8:49 PM
To: 'Jana'; parking; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com; 'Peter Tucker'
Cc: Elaine Doerfling
Subject: RE: Parking permit fee increase

Hi City Council

I have lived in Hermosa beach since 1990. I have owned a condo since 1998. I am very upset to hear the proposed parking pass increase. I think this increase is way to high. Many of us have been longstanding residents and do not feel we should be subjected to such a rate increase. What is the justification for a 500% or greater increase? We pay a lot already as Jana mentioned for property taxes. I support our local business/bars/restaurants

Thank you

Terri Herrick

Terri Herrick
Vice President, Sales & Contracting
RadNet Management, Inc.
Cell: (310) 466-3512
Fax: (310) 937-9430
terriherrick@earthlink.net

-----Original Message-----

From: Jana [mailto:janaatthebeach@mac.com]
Sent: Monday, January 10, 2011 2:23 PM
To: parking@hermosabch.org; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com> >; Peter Tucker
Cc: edoerfling@hermosabch.org
Subject: Parking permit fee increase

Dear Hermosa Beach City Council Members and City Clerk:

I have lived in Hermosa Beach for 9 years, 8 years as a property owner at 15 15th Street. I believe the annual parking permit fee increase is excessively high and propose the city meet to discuss in committee alternative ways for raising money. I only have one parking space in my subterranean parking garage thus I have to buy a sticker and a hanging permit for visiting guests. The price of buying two parking permits together is \$400.00. From \$80.00 annually to \$400.00, this is an astronomical 500% increase. Please consider a small gradual increase to the parking fees as I feel this is an unfair increase especially to homeowners who are already paying high property taxes to the city.

Thank you,

Jana L. Nizny
15 15th Street, Unit 2
Hermosa Beach, CA 90254
310-266-9694

parking

From: Michelle Wattles [wattlesgirl@yahoo.com]

Sent: Monday, January 10, 2011 9:35 PM

To: parking

Subject: parking permit...

Please.Please.Please do not do this....I understand raising the rate, but this is just plain crazy....I have lived and worked in HB for 14 years..I make a point of buying my groceries and gas and whatever else I can in this city. I gladly pay the parking permit fee each year for my partner and a (I guess) guest pass for myself. It seems reasonable to charge a bit more, but there is no possible way that I can afford \$100 for his sticker permit and than an additional \$300 for my guest pass. The city will soon be possibly building another parking lot where the old burger place was-why will that along with all the new parking spots along Pier not be adequate for people visiting..WE LIVE HERE YEAR ROUND....the people visiting should be paying for the right to come and park here, Not us, the people of Hermosa Beach....

Thanks for allowing my thoughts on this and please vote this down....

Michelle Wattles

01/11/2011

parking

From: Pam Tatreau [pam_tatreau@hotmail.com]

Sent: Monday, January 10, 2011 9:02 PM

To: parking

Subject: Parking increase

I realize the Meeting on Jan. 11, 2011 is mostly for show as the council probably already has their minds made up to increase the parking fees, but I wanted to be heard.

I understand that Hermosa Beach needs money. I can see an reasonable increase in parking fees. I do not understand a more than double increase. With the new taxes from the goverment, health care costs, etc. people can not afford the huge jump in parking fees. While the new landscaping on Pier Ave. is lovely, it cost money to install it. It also costs money to maintain it on a yearly basis. This was an unnecessary expense. When the fire dept responds to a call, center medians are their enemy as they can not drive over them to change lanes quickly, which increases the response time to fires. I understand the council spoke with the fire dept and the person in charge was from an out-of-the-area station and it sounded like a good idea to him...NOT! Well, we can't beat a dead horse...that should have been money NOT spent. My husband and I normally purchase a parking permit for each of us and a 3rd. If the increase were \$10 per permit, we probably would pay it. If the increased parking permit proposal is approved, we will only be able to afford one permit...a loss of \$50 to you. I would be interesting in seeing the amount of money you collected in parking fees in 2010 and the amount collected in 2011. Such an increase will deter a lot of people from getting permits. Thank you for your time and consideration. pam

Sincerely,
Pam Tatreau

01/11/2011

parking

From: Vicki Suraci [vickisuraci@yahoo.com]
Sent: Monday, January 10, 2011 7:38 PM
To: parking
Subject: Parking increase

i am shocked at the amount you want to raise the permits to. I have lived in Hermosa 25 years. Our household has 3 vehicles which means we would pay \$400 at the new rate and there is no way we could afford a guest pass. I understand the dilemma regarding parking, but this is outrageous!!!!

parking

From: Dave Lord [formbydesign@gmail.com]
Sent: Monday, January 10, 2011 6:34 PM
To: parking
Subject: Parking fees

I live in south Hermosa in a metered area and I'm shocked to say the least that you are considering increasing parking fees by such an exorbitant amount. Such fee increases in hard economic times is harmful to local residents and border on criminal, a hanging permit being raised over 2000%, you will no doubt have a lot of visitors on Tuesday night.

Dave Lord

Form by Design
Lic# 912393
310-497-3402
www.formbydesigninc.com

parking

From: Joann Ng [joannng@hotmail.com]
Sent: Monday, January 10, 2011 8:15 PM
To: parking
Subject: OUTRAGEOUS Parking Permit Rate Increases

Dear Hermosa Beach City Council Members & Advisors:

I am writing a letter of passion as well as protest. Ever since I moved to Hermosa in 2002, I have always regarded Hermosa as a refreshing, friendly, community-oriented beach town and have always preferred to live in Hermosa as my main residence despite a second home in Santa Barbara County as well as numerous opportunities to live elsewhere in the country. It was always easy for out of town family and friends to visit me in such a vibrant, radiant, and fun-filled place. There is no doubt that Hermosa is picture perfect as well as heart warming and soul-enriching.

That is especially why I was appalled and outraged by the UNREASONABLE parking permit rate increase. The parking permit rate increase for guests is OUTRAGEOUS!!! In this kind of economy, a charge of \$300 for a guest permit is UNFAIR, PUNITIVE, and may even be IMPOSSIBLE to carry out!!! Many residents will have no option but to have guests park inconveniently at meters, or worse, not have family/friends/guests visit at all!! How would that help Hermosa business to thrive or the community to shine?

Raising parking permit fees suddenly and abruptly to this RIDICULOUS rate (referring to the \$200 for 2nd vehicle and \$300 guest pass) is certainly offending and attacking residents and visitors.

I understand that it is necessary for Hermosa to raise revenue but there must be another creative way to do this without punishing local residents and restricting visitors. Hermosa prospers because of its dedicated residents and enthusiastic visitors. Please help support and protect the very people that make up the core and pride of Hermosa!

Truly Yours,
Joann Ng, M.D.
23430 Hawthorne Blvd. #220
Torrance, CA 90505
joannng@hotmail.com

January 10, 2011

parking

From: Erin Roediger [emroediger@gmail.com]
Sent: Monday, January 10, 2011 8:01 PM
To: parking
Subject: Outraged Over Consideration of Parking Changes
To Whom it May Concern-

The changes to the Preferential Parking program listed in the recent mailings are completely outrageous. I understand an increase in the fee over time, but this extreme increase is uncalled for. I have been a resident for the past six years in a two bedroom apartment. My apartment only has one parking spot, so one person is forced to park on the street. We also have a parking permit for our friends and families that visit. According to your projected changes that would mean my parking permit bill would come to a total of \$600. That is almost as much as my rent. I understand there are many families in the Hermosa area that are wealthy, but for the rest of single-income people this increase is one we cannot afford.

I am also very worried about purchasing a visitor parking permit that is worth \$300. This means that I would have something extremely valuable hanging in a car window for all to see. I fear there will be an increase in car break-ins for people wanting something so valuable. With this extreme increase in price and the risk of vandalism, I may not purchase a visitor parking pass. And this is a feeling that many people might have. If there is a huge decrease in visitor parking passes purchased, then there will be less people visiting this city, which then can have a direct correlation with the lack of money spent in this city.

I hope that you consider and value my opinion and rethink the changes to the Preferential Parking program.

A Concerned Hermosa Resident,

Erin Roediger

--

"Serendipity: the art of finding the unusual, or the pleasantly unexpected by chance or sagacity" -
Howard Walpole

01/11/2011

parking

From: BeachKSM@aol.com
Sent: Monday, January 10, 2011 7:31 PM
To: parking
Subject: Preferential Parking program

Dear City Council:

I am appalled and outraged by the proposed changes to the Preferential Parking program. It sounds like it was proposed by a wealthy, uncaring, out of touch individual new to Hermosa. This parking permit was originally intended to enable residents to have access to a parking space during the warmer months when beach attendance is high and parking is at a premium. For those people who must park at a meter all the time it is so they won't have to pay every night since they can park at a yellow meter for free with the permit.

The current fee of \$40 is high enough and has gone up frequently since the program originated. A reasonable increase of \$10 at the most would be acceptable but an increase of 250% is totally unreasonable. A fee of \$300 for a guest pass is a fine not a fee. This seems to be punishment for people who have friends visiting frequently or here for an extended stay such as a vacation. I purchase a guest pass for the workers that I need to employ on and off during the year for various repairs at my home. I do not always know when they will show up so I can't run down to the city hall all the time for a day pass. You may be under the impression that everyone living in this permit area is wealthy but that's a misconception. There are many apartments and duplexes on my street occupied by working people who cannot afford \$100, \$200 and \$300 permits. I am a retired teacher living on a fixed income as are some other neighbors and we certainly cannot afford these increases. These permits were to help residents not to be a cash cow for the city.

One way that the city could make some money is to enforce the laws it now has that involve a fine. There is supposed to be a \$200 fine for dogs on the beach but I've never seen that enforced. I walk on the strand nearly every day and always see dogs on the beach playing Frisbee, running around, sitting or pooping. Some people take their dog to the beach every afternoon so the dog can poop on the sand. I guess they don't like the concrete but there are signs posted every block that say no animals on the beach.

A fair increase would be acceptable but in these extremely difficult economic times it is just outrageous to increase the permits to these proposed levels.

Sincerely,

A 32 year resident

01/11/2011

parking

From: Mary Jo Blue [blueinc@verizon.net]
Sent: Monday, January 10, 2011 6:42 PM
To: parking
Subject: Jan. 11th Council meeting re permit costs

To Whom It May Concern:

Unfortunately I cannot attend meeting tonight.

To increase the fees by approximately 150% seems unconscionable (first 2 permits) and difficult for many who are on fixed incomes or saddled with unemployment at this time. I know as a retired woman who has owned my home here for over twenty years, I will find \$200 (two permits) very tough.

A raise is probably needed. Why not go up 50 to 70% on first year, then raise again slightly the next couple or 3 years to get to this amount. Easier to swallow medicine in smaller amounts.

And you would have a citizenry that would not be raging.

Thank you,

Mary Jo Blue

blueinc@verizon.net

2704 Hermosa Ave

Hermosa Beach, CA 90254

parking

From: john goodlett [jgoodlett@verizon.net]
Sent: Monday, January 10, 2011 5:41 PM
To: parking
Subject: FW: PARKING PERMIT FEE INCREASES

From: john goodlett [mailto:jgoodlett@verizon.net]
Sent: Monday, January 10, 2011 3:56 PM
To: 'peter@electpetertucker.com'; 'kit.bobko@gmail.com'; 'mdivir@gmail.com'; 'kkfish@earthlink.net'; 'jeff@jeffduclos.com'
Subject: PARKING PERMIT FEE INCREASES

HERMOSA BEACH CITY COUNCIL MEMBERS;

As a resident of Hermosa Beach living in the permit parking area, I urge you to vote against the proposed parking permit fee increases.

The fee is unreasonable, unfair, and unjust. There is no logical reason why the fees should be increased as proposed. The residents that live close to the beach should not be punished financially just because we choose to live where we do. As of now we are a family of four, I have a car, my husband has a car, my son currently enrolled in college has a car, my 16 year old daughter will be getting a car, and we usually have 1 guest permit. The increase for our family would cost us \$800. That is way too steep to pay for a permit that does NOT guarantee you a spot on the street. If you want to increase rates you should consider increasing the fine for the vehicles that violate the 1 hour limit between 5/15 and 9/15, and not the residents who are already paying to park in their own neighborhood.

We have lived in Hermosa Beach since 1979, and know that living close to the beach there will always be parking issues, we knew this when we moved it but never thought it would cost of \$100 a car to park in front of our home. The residents in Hermosa, south of Pier Avenue and west of Valley Drive should consider what is happening to their parking each time a new structure is built. The city planning commission allows the builder to take away two Public parking spaces on the street, and replace them with a private driveway. They should have been up in arms years ago, and if they are new to the area, they should have taken this into consideration when they purchased their home. To try and jeopardize the rest of us for their poor lifestyle choice or lack of actions is unfair.

Thank you in advance for taking into consideration the concerns of the majority of the residents, and trust that you will do the right thing.

King regards,
Michelle Goodlett
244 24th Street
H.B.

01/11/2011

parking

From: Mao, Catherine [mao@labiomed.org]
Sent: Monday, January 10, 2011 5:49 PM
To: parking
Subject: Ridiculous increase in Parking Permit Fees

Dear Members of the City Council,

I moved to Hermosa Beach in July of 1994 and I closed escrow on my house in Hermosa Beach (29th Street) in October of 1997. I bought a house in Hermosa Beach because I like the friendly relaxed atmosphere and even the availability of the restaurants and bars around the pier. I have really enjoyed the city but I am now outraged at the sudden and unreasonable plan to increase parking permit fees. I view the parking permits as helpful to the residents living in the area to actually be able to park and to have parking for their friends that are visiting. The one visitor pass that we are allowed to purchase is most useful when we have overnight guest. The city still collects additional funds from our visitors that come for dinner etc, since they have to feed the meters. This has especially been a problem since y'all made the non-metered one-hour parking effective until MN instead of 5pm.

I do not object to reasonable gradual increases in the cost for the parking pass but the increase by up to 750% for the guest pass is extremely unreasonable. In addition, the scaled cost of the residential permit does not take into account of the size of the address. For example, it is unfair for the residents of a 3 bedroom place with 3 different residents (\$600 for the 3 residential permits at \$200 each) compared to a single resident at a 1 bedroom address (\$100 for the permit).

I understand that the city is facing difficult financial issues with decrease tax revenue with lower property values and lawyer cost related to the oil contract lawsuit. The city council needs to act responsibly now and not appear to be gauging the local residents with exorbitant parking permit increases. I do not know about the other residents but I would not object to raising the parking permit fees by \$20/year up to a maximum fee of \$140 per residential permit and for the one current guest pass that we are allowed to purchase. I think it is really important to keep these parking permits all at the same cost. If the city needs more money, they could allow residents to purchase additional guest pass at \$300 each. Since this would be an additional pass not previously available to the residents, it would not be unreasonable to charge more for that one.

I hope that the city council will take a more reasonable approach to the parking permit issue.

Catherine S. Mao, M.D.
Pediatric Endocrinology
Harbor-UCLA Medical Center
LA BioMed Research Institute
1000 West Carson Street
Torrance, CA 90509-2910
Mao@LABioMed.org

parking

From: Mao, Catherine [mao@labiomed.org]
Sent: Monday, January 10, 2011 6:13 PM
To: parking
Subject: RE: Ridiculous increase in Parking Permit Fees

I was just told that it is actually \$100 for the first 2 residential permits, so it would be \$400 for 3 residential permits (\$133 each) in the example below but I still feel that the sudden increase is unreasonable. Also if we are raising residential permit fees there should also be a proportional increase in the Employee permit fee and driveway permit fee.

Catherine S. Mao, M.D.
 Pediatric Endocrinology
 Harbor-UCLA Medical Center
 LA BioMed Research Institute
 1000 West Carson Street
 Torrance, CA 90509-2910
Mao@LABioMed.org

From: Mao, Catherine
Sent: Monday, January 10, 2011 5:49 PM
To: 'Parking@Hermosabch.org'
Subject: Ridiculous increase in Parking Permit Fees

Dear Members of the City Council,

I moved to Hermosa Beach in July of 1994 and I closed escrow on my house in Hermosa Beach (29th Street) in October of 1997. I bought a house in Hermosa Beach because I like the friendly relaxed atmosphere and even the availability of the restaurants and bars around the pier. I have really enjoyed the city but I am now outraged at the sudden and unreasonable plan to increase parking permit fees. I view the parking permits as helpful to the residents living in the area to actually be able to park and to have parking for their friends that are visiting. The one visitor pass that we are allowed to purchase is most useful when we have overnight guest. The city still collects additional funds from our visitors that come for dinner etc, since they have to feed the meters. This has especially been a problem since y'all made the non-metered one-hour parking effective until MN instead of 5pm.

I do not object to reasonable gradual increases in the cost for the parking pass but the increase by up to 750% for the guest pass is extremely unreasonable. In addition, the scaled cost of the residential permit does not take into account of the size of the address. For example, it is unfair for the residents of a 3 bedroom place with 3 different residents (\$600 for the 3 residential permits at \$200 each) compared to a single resident at a 1 bedroom address (\$100 for the permit).

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I hope that the city council will take a more reasonable approach to the parking permit issue.

Catherine S. Mao, M.D.
 Pediatric Endocrinology
 Harbor-UCLA Medical Center
 LA BioMed Research Institute
 1000 West Carson Street
 Torrance, CA 90509-2910
Mao@LABioMed.org

01/11/2011

parking

From: artbymelody@aol.com
Sent: Monday, January 10, 2011 6:19 PM
To: parking
Subject: PARKING

Dear City Council

Your interest in raising parking fees to the new stated rates borders on gouging your constituents who have elected you as our representatives.

The increase is absurdly ridiculous and needs to be dramatically adjusted if you increase at all. I have been a resident and homeowner here for 40 years. The past city councils have created congestion downtown and everywhere with major development and now you want us to be more inconvenienced. One of the major sources of revenue for Hermosa Beach is the parking meters now and in the past.

Residents often have guests that feed the meters and still receive tickets from expired meters. GIVE US A BREAK if you want to be re-elected.

Best regards,
Melody Brown

01/11/2011

parking

From: michael cullen [michaeljcullen@gmail.com]
Sent: Monday, January 10, 2011 6:04 PM
To: parking
Subject: Oppose Hermosa Beach parking permit fee increase

Hello,

I do not support the increase in parking permit fees. Please consider my name on the list of Hermosa residents who oppose such an increase in parking permit fees.

thank you

edward cullen
150 hermosa ave.
hermosa beach, ca 90254

01/11/2011

parking

From: Skerlecz, Sandy [Sandy.Skerlecz@morganstanleysmithbarney.com]

Sent: Monday, January 10, 2011 5:54 PM

To: parking

Hermosa City Council,

The proposed parking permit fee increases are so extreme I a shocked as a resident that the city would have the gall to increase the fee to such an unaffordable amount. Have you forgotten we are in a recession? But, even if we were not in a recession the amounts are unacceptable.

Is this to pay for the disastrous construction that took twice as long to put palm trees up that no one wanted? You already cost our local business money and now you are going to add salt to wound?

Is this to pay for a salary increase? If so, start charging a tourist tax against the hotels, car rentals and have the bars charge a higher cover charge for people who do not live in the 3 beach cities.

The fee increase is not only outrageous but, all you are doing is making the residents angry because of the amount and they will not renew their tags at all and what does that net to the City? Less than what you would have received if you raised the fee's by \$5.00.

We elect our council people to represent the City and its residents and I can assure you that I will not vote for anyone on the council if this passes.

Sandy Skerlecz
Training Specialist | Technology Training Group
Morgan Stanley Smith Barney, LLC.
601 S. Figueroa Street, 28th Floor
Los Angeles, CA 90017
Phone: 310-384-2036
sandy.skerlecz@mssb.com
Do you have any feedback on training? Click [here](#) to submit it.

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01/11/2011

parking

From: Michelle Winn [michellejwinn@yahoo.com]
Sent: Monday, January 10, 2011 5:40 PM
To: parking
Subject: In protest of PARKING PERMIT FEE INCREASE
Attention Hermosa City Council,

The proposed parking permit fee increases are so extream I a shocked as a resident that the city would have the gall to increase the fee to such an unafordable amount. I live in a parking permit area and find it to be outrageous of the city to think that it is conceivable that we can all endoure such an increase.

01/11/2011

parking

From: Christian Africa [cafrica@yahoo.com]

Sent: Monday, January 10, 2011 10:32 PM

To: parking

Cc: cafrica@yahoo.com

Subject: Resident parking permit fee ridiculous increase

1) I have been a resident of Hermosa Beach for over 10 years, and I've always appreciated the fact that we have the ability to use metered parking spots on street at a reasonable rate. The current parking permit systems allows residents, and not non-residents, the flexibility to park in their homes or park on the street as needed when family and friends visit.

The council's plan to more than double the cost of a permit is absolutely ridiculous. Who are you trying to help? It seems obvious that you just want to increase a tax onto your residents to force them to take less spots on the streets to give to non-residents.

Also, with the limited amount of street parking you are just picking on any renters that rely on street parking. Doesn't the council realize that affordable parking makes Hermosa an attractive place to rent?

This increase is absolutely out of line with current economic times and just plain wrong for the exponential % for the increase. I mean, 2.5 times the existing? Seriously? Shame on any council member that votes for this, and as an avid voter, do not expect my vote in the future for any that vote for this proposal.

2) this one actually makes sense

3) at least it is not 2.5 times current, but still a pretty big jump

4) why don't you try \$7

5) I pass since no proposal listed

Sincerely,

Christian Africa

01/11/2011

parking

From: spencerbrobinson@gmail.com
Sent: Tuesday, January 11, 2011 1:27 PM
To: parking
Subject: I oppose the parking increase

To the Hermosa Beach City Council:

As a resident of Hermosa Beach, I strongly oppose the proposed increase in cost of parking permits. Please vote down this proposal.

Thank you,

Spencer Robinson
352 34th St
Hermosa Beach, CA 90254
Sent via BlackBerry by AT&T

parking

From: Avi Haas [avi@avihaas.com]
Sent: Tuesday, January 11, 2011 1:15 PM
To: parking
Subject: Parking Fee Proposal

Importance: High

Council Members -

Have you lost your minds?

I understand the hardships our city, state and country are facing and we need to work together to find solutions, BUT raising parking permit rates from \$40 to between \$100-\$300 is outrageous. It is already expensive to live in the South Bay and for many difficult to park off-street. Many buildings in our community were built before the current building codes were established and have little or no parking at all. This is not the fault of the owner or tenant, but bad city planning in the past.

Residents should not be punished by these new usurious parking fees, nor should the city council take advantage of the parking shortfall and necessity to street park to fleece their constituents. Add to that, the insult of charging \$300 for a guest pass - many will not be able to afford to pay \$300 for the hanging tag and will hesitate to invite friends to visit them. Not only is this unfair to the individual, but it's bad business for our city. Fewer guest = fewer dollars spent in our restaurants, bars and stores = fewer tax dollars for the city coffers.

Instead of punishing the residents of Hermosa Beach, why not raise parking ticket fees? If someone doesn't follow the posted parking rules, let them help carry the burden of our budgetary shortfall. Additionally, create a strong business friendly environment in Hermosa. There are tens of stores standing vacant downtown. Find ways to attract new businesses to move in to these spaces; this will create additional tax revenue for our city. The building on PCH where with 24hr fitness is located is 90% empty. Push the bank, which now owns the building to help Hermosa find businesses to occupy those empty shops.

Finally, build the second parking structure previously planned for south of the Pier. This will boost city parking revenues, as well as, allow more people to visit our city, spend money and increase the tax dollars collected.

I hope, tonight you will find a way to avoid this outrageous increase in our parking fees. I assure you, if these changes pass as proposed...I will do everything in my power to elect a completely new city council.

Respectfully,

Avi Haas
(17 year resident of Hermosa Beach)

Avi Haas
Haas Filmed Entertainment
1703 Manhattan Avenue
Hermosa Beach, CA 90254
Phone: 310-318-0740
Cell: 310-666-2373
Fax: 310-867-2038
avi@avihaas.com
www.avihaas.com

parking

From: Tammy Pao [tammypao@hotmail.com]

Sent: Tuesday, January 11, 2011 12:59 PM

To: parking

Subject: Parking Input

Unfortunately we are unable to attend tonight's meeting on parking, but wanted to provide feedback on a few of the issues.

We are willing to pay \$100 for the first and second permits. We would be willing to pay even more providing that the enforcement period becomes longer, preferably year round. We feel that the 3rd permit should be priced also at \$100 as well as the first guest pass. \$300 for the first guest pass is astronomically high as we are dependent on having at one guest pass per year (if the enforcement period remains May 15 to September 15).

We are very much FOR not issuing vehicles with out-of-state registration a parking permit. We have a neighbor who lives on a double lot, who has lived in Hermosa longer than we have (we have been here more than 11 years) that registers their vehicle in Idaho. It's ridiculous that they are able to get away with this, so at least they won't be able to get a permit or if the higher cost passes for guest passes, at least they will have to pay more. They register at least 4 vehicles at their address.

Thank you for the opportunity to provide feedback.

Tammy Pao

308 29th Street

01/11/2011

parking

From: Jon Reeder [jonmreeder@gmail.com] on behalf of Jon Reeder [jonreeder@roadrunner.com]
Sent: Tuesday, January 11, 2011 12:46 PM
To: parking
Subject: Parking

A 150% increase from last year?

OUTRAGEOUS!

The City Council should be ashamed if this passes.

Jon & Jeri Reeder
56 8th Srteet

parking

From: Stacey Nozaki [staceynozaki@yahoo.com]
Sent: Tuesday, January 11, 2011 1:23 PM
To: parking
Cc: Randy Stenberg; staceynozaki@yahoo.com
Subject: Response to proposed residential parking permit fee increases

Dear Hermosa Beach City Council members,

A couple of weeks ago, we received notice that you are considering raising the residential parking permit fee by 250% for the first and second permits (\$40 to \$100), 500% for the third permit, and 750% for each additional permit and guest pass. First, this seems to be rather short notice in our opinion. Second, the sizes of the proposed increase seem outrageous.

As longtime owners of a residence in Hermosa Beach, we find the sizes of the proposed fee increase to be an affront to those who live in and support the community throughout the year. There is an underlying feeling within the community that you are placing the burden of costs such as the refurbishment of Pier Avenue which benefit shops, restaurants, and business owners on the shoulders of the residents. To pass such fee increases basically jeopardizes your re-election chances. We hope that you reject the proposed fee increases and consider a lesser increase such as 25% for the first and second permits, etc. That size of increase would be much more reasonable.

We understand that you need to find ways to balance your budget but think that the proposed sizable increases are not the way to accomplish that.

Sincerely,
Stacey Nozaki

01/11/2011

parking

From: Steve H [steveheuer@hotmail.com]
Sent: Tuesday, January 11, 2011 12:56 PM
To: parking
Subject: Parking permits

Dear Hermosa City Council,

I really don't even know where to begin regarding your attempt to raise parking pass rates. I can't even comprehend what is going through your minds to even consider such a rate hike. What sane and rational justification on earth could you possibly come up with to think that this is a good idea or even proper. It is NEVER appropriate to EVER raise ANY fees by so much all at once like this and ESPECIALLY to these levels. There are alot of us folks here in Hermosa who are NOT multi millionaires and even if we all were, it is still not even remotely acceptable to do such a thing. When you guys seemed to think it was a good idea to make Pier Ave. two lanes instead of four, I thought you'd lost it and that you could not possibly EVER come up with an even worse idea.....well, you trumped that one by leaps and bounds with this moronic idea. Another thing I'd have to say is that I can't imagine all these insane ideas are going to be of any help to any hopes of re-election any of you might have. You better believe I will be doing everything in my power to attend the meeting tonight and somehow I expect it could be the biggest turnout you've ever seen in your Chambers. I'm glad I'm not you.

Take care,
Steve Heuer
1502 Palm

01/11/2011

parking

From: zuleika_firpo@ahm.honda.com
Sent: Tuesday, January 11, 2011 12:28 PM
To: parking
Subject: Hermosa beach parking

This is in response to the proposal raising the parking permit cost.

Not everyone that lives in Hermosa is wealthy! I for one live in a small studio and cannot afford a hike in any bill never mind a parking permit. Please be advised that funds can be gained by ticketing those who illegally flip our trash cans and make a mess in the alleyways and in the strand looking for recyclables. This is in effect stealing from the public and the city because we pay for the recycling services while these outsiders are being paid to recycle our garbage they collect from our dumpsters. This is done weekly in my block of 28th st. and I have called the City of Hermosa to complain and have left recorded messages at the police station with no responses. The worst was when I had family members visiting and we witnessed in broad day light migrant families with children en- tow picking garbage from within public canisters in broad daylight on the strand. Very classy Hermosa! I know this is illegal yet, there are no officers willing to ticket these people. I've seen them turn a blind eye during the six man competition. There is your money! So don't hike up my bills because I'm not doing anything wrong!

Zuleika Firpo
Maya 3D Animation and Flash 2D Animation Specialist
Parts and Service Communications

American Honda Motor Co., Inc
1919 Torrance Blvd.
M/S 500-2C-11A
Torrance, CA 90501
t. 310.781.4068
f. 310-783-3530

01/11/2011

parking

From: Robert Topek [bobaloobob@dslextrreme.com]

Sent: Tuesday, January 11, 2011 12:26 PM

To: parking

Subject: Preferential Parking program

As longtime Hermosa Beach residents who have used the parking permits since the program was started, I am writing to express our opinion on the proposed rate increase.

We have experienced the increase over the past years without complaint, but the current proposed increase is in our opinion outrageous.

The increase from the present \$40 to the proposed \$100 represents an increase of **150%!**

We can't believe the following is a serious consideration:

Increase the resident parking permit fee from \$40 to \$100 for the first permit.

\$100 for the second permit, \$200 for the third permit \$300 for each additional permit and \$300 for each guest pass.

Please count my wife and I as opposed to such exorbitant rate increases.

Respectfully submitted,

Robert and Mary Jane Topek
330 - 30th Street
Hermosa Beach, CA 90254

01/11/2011

parking

From: rtaylorogi@aol.com
Sent: Tuesday, January 11, 2011 12:19 PM
To: parking
Subject: Preferential Parking Program

Dear City Council Members:

Unfortunately, my wife and I will not be able to attend tonight's hearing on the proposed fee increases to the Preferential Parking Program. Please accept these comments in lieu of our comment in person.

In our opinion, the proposed resident parking permit and driveway parking permit fee increases will place a severe burden on the unemployed and fixed income residents of Hermosa Beach. **If fee increases are justifiable from a cost or revenue need basis, there must be a provision for waiver of all or most of the fee increases for those in our community that are already experiencing significant financial stress - those unemployed and those on fixed incomes (retirees).**

Thank you for these considerations in your deliberations.

Ron and Barbara Taylor
114 Monterey Blvd
Hermosa Beach, CA 90254

01/11/2011

parking

From: VOLLEYBILL@netscape.com
Sent: Tuesday, January 11, 2011 11:36 AM
To: parking
Subject: Parking Permit Changes

I find the proposed changes to the Parking Permit fees to be outrageous and unacceptable. I am a senior citizen living on a fixed income! I normally buy 1 resident permit and 1 guest pass for my "care giver". In the past, this would cost \$80. With the proposed change, it would cost \$400. Have you thought about a special fee reduction for seniors? This would be greatly appreciated!

I will not be able to attend the city council meeting but I am sure there will be plenty of outraged citizens there to protest these changes.

Regards,
Wm. J. Hindman

Netscape. Just the Net You Need.

parking

From: James McKinnell [dr.mckinnell@yahoo.com]
Sent: Tuesday, January 11, 2011 12:12 PM
To: parking
Cc: peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com
Subject: Parking Proposal

Gentlemen of the City Council of Hermosa Beach,

I am a relatively new resident in Hermosa Beach. I would first like to commend and thank you for your efforts and commitment to our community.

I am not sure that I will be able to attend the city council meeting tonight. I would still like to share my thoughts on the upcoming parking proposal. I understand the intention of the proposal is to encourage people to park in their garages. However, I do not believe that the current proposal will have the intended consequences.

\$300 for a Guest Pass will make street parking worse, not better.

I will not buy a \$300 guest pass. On evenings that I expect a guest to visit my home, I will move my vehicle to a spot on the street and invite my guests to park in my driveway. When my guests depart they will vacate my driveway spot, but I will likely leave my car in a street spot. For me, the net result of a price increase for the guest pass will be that I utilize more street parking, not less.

I suspect that other members of the community will adopt the same strategy. I believe that pushing people away from the guest pass system will result in longer utilization of parking spots by residents with permanent passes. I strongly urge the members of the council to vote against the \$300 price increase for guest passes.

Increasing the parking pass price from \$40 to \$100 will not motivate residents to park in their garages and may be a burden for some.

A change in price from \$40 to \$100 for a primary parking pass is trivial for many. This will not encourage many people to park in their garages. As I wrote to a colleague whose car doesn't fit in her garage, "Are you going to remodel your garage (thousands) to fit your car because of a \$60 price increase? ---- no!!!"

Equally, for those people who rely on their garage for storage, do you think they are suddenly going to go out and rent a storage space (\$60/month) so they can move their cars into their garage? Also, unlikely.

I would also like to remind the council members that there are residents in this town who live on a fixed income. Although \$60 may be trivial to some, it may represent a larger burden for others.

Alternative

I would encourage the members of the council to think a bit outside the box to address this issue. Specifically, I would recommend that the council consider providing a free guest pass or offer a second guest parking passes for residents that don't apply for a primary parking permit. This may provide an incentive for those who might utilize their garage/

The council may also consider specific incentives or interventions for problem areas where residents are not using their garages.

In summary, I caution the city council against the proposed price increases for parking permits. I do not believe that these changes will result in the increased utilization of garage parking spots.

If the council decides to proceed with the proposed price changes, I would appreciate a clear justification for how city government will spend these increased revenues.

Thank you for taking the time to read my comments,

-Jamie

James A. McKinnell, M.D.
Physician Specialist
Harbor ID-CORE
LA-BioMed at Harbor-UCLA Medical Center
Torrance Memorial Medical Center

Fellow, Track II
UCLA (K30) Graduate Program in Translational Research

T (310) 222-5693
F (310) 782-2016

"Pick your travel partners wisely. You walk this road once."

parking

From: Keren Shane [acausalevents@yahoo.com]
Sent: Tuesday, January 11, 2011 11:59 AM
To: parking
Subject: Vote NO On Proposed Increase in Resident Parking Permit Fee!!!!

Dear Hermosa Beach City Council:

I have lived in Hermosa for about two years and I am registered to vote. I urge you, the City Council, to reject the proposed increase in resident parking permit fees you will consider tonight. Rather than increase the burden imposed on already high fee/tax-paying Hermosa residents, I think you should look into increasing the costs of visitor meter parking or increase the city parking structure/lot fees.

Based on the proposal sent out in the notice mailing, Hermosa resident parking permit fees would increase from \$40 to \$100 for the first permit, \$100 for the second permit, \$200 for the third permit and \$300 for each additional permit/guest pass. That means that if a family wanted to obtain 4 parking permits, this new fee cost-structure would be \$700. These proposed fees are simply too high and would be unfair to hard-working, tax-paying Hermosa residents.

I checked neighboring town parking fees and found that they charge much lower rates to residents. I think it would be awful decision for Hermosa to increase its rates disproportionately. For example, Manhattan Beach only charges \$30 per car for a residential parking permit and Redondo Beach only charges \$15 per car for preferential street parking for residents. Accordingly, for 2 permits, the Hermosa proposal would be 333% higher than Manhattan Beach's cost to residents and 666% higher than Redondo Beach's cost to residents. The proposed Hermosa fees are especially high when compared to Santa Monica, which charges only \$15/year for up to 2 resident permits and \$15/year for up to 2 visitor permits. For four permits, the Hermosa city council's proposal constitutes a 1166% increase over Santa Monica.

I urge you to **REJECT THIS PROPOSAL** and to consider other revenue-raising alternatives that **DO NOT UNDULY BURDEN YOUR RESIDENTS**. Thank you for your consideration of these comments.

01/11/2011

parking

From: Keren Shane [kerenshane@hotmail.com]

Sent: Tuesday, January 11, 2011 11:47 AM

To: parking

Subject: Message in Opposition to Proposed Increase in Resident Parking Permit Fee

To Whom It May Concern:

I am a two-year resident of Hermosa and I am registered to vote here. I am writing to urge the city council to reject the proposed increase in resident parking permit fees it will consider tonight. Rather than increase the burden imposed on already high fee/tax-paying Hermosa residents, I think the city council should look into increasing the costs of visitor meter parking or increase the city parking structure/lot fees.

Based on the proposal sent to me in the mail, Hermosa resident parking permit fees would increase from \$40 to \$100 for the first permit, \$100 for the second permit, \$200 for the third permit and \$300 for each additional permit/guest pass. If a family wanted to obtain 4 parking permits, this new fee cost-structure would be \$700. These proposed fees are simply too high and would be unfair to hard-working, tax-paying Hermosa residents.

I also checked neighboring beachtown parking rates and found that they charge much lower rates to residents. Hermosa should not disproportionately increase its rates. For example, Manhattan Beach only charges \$30 per car for a residential parking permit and Redondo Beach only charges \$15 per car for preferential street parking for residents. Accordingly, for 2 permits, the Hermosa proposal would be 333% higher than Manhattan Beach's cost to residents and 666% higher than Redondo Beach's cost to residents. The proposed Hermosa fees also seem particularly unfair when compared to Santa Monica, which charges MUCH lower resident parking permit fees. Santa Monica charges only \$15/year for up to 2 resident permits and \$15/year for up to 2 visitor permits. For four permits, the Hermosa city council's proposal constitutes a 1166% increase over the Santa Monica cost.

I urge the city council to reject this proposal and to consider other revenue-raising alternatives that do not unduly burden and penalize Hermosa residents. Thank you for your consideration of these comments.

Sincerely,
Keren Shane

01/11/2011

parking

From: christopher lee [chrislee20@gmail.com]

Sent: Tuesday, January 11, 2011 11:47 AM

To: parking

Subject: increased parking fees

To Whom It May Concern,

I am outraged at the city's plan to drastically increase parking pass fees for city residents.

It is unfair to disproportionately saddle a segment of the Hermosa Beach population with increased taxes. This is especially troubling for residents who have no alternative but to park on the street. If the city has no alternative but to raise taxes, these taxes should be distributed fairly throughout the community.

I haven't voted in previous city elections but I assure you I will vote in all future elections. I will vote against any city council or mayoral candidate who votes to increase parking fees for city residents.

Regards,

Christopher Lee

01/11/2011

parking

From: Jill Gottesman [jgottesman@mindspring.com]
Sent: Tuesday, January 11, 2011 10:51 AM
To: parking
Subject: Against parking permit increase!

We can't make it to tonight's meeting, but would like to lodge our objection to the proposed parking fee increase for a number of reasons:

It a hardship to those residents who have lived in the city a very long time (retired, fixed income).

And it will severely impact the neighborhoods in the 400 block and beyond, as residents closer to the beach won't buy enough parking passes for their households and will come searching for parking away from their doorsteps.

Asking residents who already pay some of the highest property taxes in the city of Los Angeles to pay even more to simply PARK in front of their own homes is out of line.

Please do not approve this new tax scheme!

Respectfully

Jill Gottesman

parking

From: Lesley Wright [tolesleywright@gmail.com]
Sent: Tuesday, January 11, 2011 10:27 AM
To: Michael DiVirgilio
Cc: psilva@tbrnews.com; news@easyreader.info; Robb@easyreader.info; dpring@tbrnews.com; estitt@tbrnews.com; annie.beachreporter@gmail.com; letters@dailybreeze.com; peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; parking
Subject: Re: Opposed to Hermosa Beach City Council's proposed resident parking fee increase

Hi Michael,

I appreciate your response.

I believe the real problem with the "abuse" of the parking permit system arises from multi-residential properties that do not have enough off-street parking for their tenants.

If you search on Craigslist or Westside Rentals you will find that at least 1/2 of the properties for rent in Hermosa offer zero off-street parking. This indicates a glut of bootleg rentals which are largely contributing to our parking problem. Raising the parking passes will not reduce the number of cars parked on the street. These units have no parking available. The tenants HAVE to park on the street. You can raise the parking rate to \$1,000 per year but these people will still have to park on the street. The only result will be a reduction in rental rates for properties that offer no parking.

This is the root of the problem which the City needs to be addressing. Unfairly punishing the rest of us is not a solution.

With respect to East Hermosa Beach residents who feel they should be allowed to purchase parking permits, their argument is without merit. Everyone chooses where they live. Property owners who live West of PCH have paid a premium to purchase their properties and typically pay more every year in property taxes so they can enjoy closer proximity to the beach. Residents who choose to live in East Hermosa can access the beach via a long walk, a bike ride or by paying to park. West Hermosa residents are simply trying to park in front of their homes - not park so they can go to the beach for enjoyment. West Hermosa Residents' need is a necessity. The request of the East Hermosa Residents to park close to the beach is for convenience sake.

One idea might be to offer East Hermosa Beach Residents a beach shuttle program during the Summer months for a fee. The City could sell passes to the Residents and provide hourly shuttle service from various points in the City. This could be an income generator as well as an amenity.

Kind regards,
Lesley Wright

On Mon, Jan 10, 2011 at 11:13 PM, Michael DiVirgilio <mdivir@gmail.com> wrote:

> Hi Lesley,
>
> I didn't say "absurd". I said "abused", which I meant to refer to how
> easy it is to acquire and multiple permits. Ultimately, we were
> trying to find a way of discouraging the high number of permits per
> residence (especially guest permits) in an attempt to theoretically
> create more spaces. However, we clearly haven't done a good job of
> communicating that and thus have started a confusing and unnecessary debate.
>
> If we agree to any increase at all tomorrow I'm certain it won't be
> anything near what you read about in the cards we mailed.
>
> To your question about why you're charged in the first place. What I
> know is that in the late 60's residents in the area were increasingly
> experiencing a shortage of spaces (due to visitors from eastern part

> of town and elsewhere) and requested the parking permits. The permits
> cost \$15 then and I understand the price was raised twice between then and now.
> Ultimately, the City has to at least cover the cost of managing the
> program. You're not the first to suggest to me that your being
> unfairly treated but ironically residents east of you often complain
> that they are being unfairly treated by (a) not having a permit and
> (b) by not having a permit that allows them to park closer to the water.

>
> Thanks again,
> Michael

>
> --
> Michael DiVirgilio, Councilman
> City of Hermosa Beach
> (310) 940-1162 mobile

>
>
> On Fri, Jan 7, 2011 at 11:53 AM, Lesley Wright
> <tolesleywright@gmail.com>
> wrote:

>>
>> Dear Michael,

>>
>> Thank you for taking the time to respond to my email. Would you
>> please explain to me why you think the "passes are getting absurd at
>> their current price?"

>>
>> From our perspective, we don't understand why property owners are
>> being charged anything for the privilege to park in front of our own
>> homes. Would you please explain the reasoning behind the City's
>> decision to charge property owners to park on the street in the first
>> place?

>>
>> The garage to our 1936 home is undersized and unable to accommodate
>> both of our cars so we have no choice but to park at least one on the
>> street. As the zoning set backs were changed many decades after our
>> garage was built, the City will not allow us to expand our garage to
>> accommodate 2 cars. Also, as we live on Manhattan Avenue and
>> relatively close to the beach, there is a 1-hour parking restriction
>> during the Summer months and no overnight parking without a permit.
>> We have no choice but to purchase these permits.

>>
>> The Monday following Christmas we received a ticket for forgetting to
>> move our car during street sweeping day. We both had the week off
>> from work and it felt like a holiday to us so we didn't connect that
>> the City would be operating. The ticket was for \$98! We were shocked
>> by this fee which is nearly equivalent to the penalty for a moving
>> violation. The last time we received a ticket for such an infraction
>> it was around \$40. Would you please let me know when these fines were
>> increased and by what increment(s)?

>>
>> Maybe you can see how we feel we are just continually being gouged by
>> the City for doing nothing more than what we truly feel we are
>> entitled to - park on the street in front of our house.

>>
>> Perhaps a more reasonable solution would be to issue parking passes
>> color coded by zone. This way property owners would be allowed to
>> park in the zone where they live. The City could then offer a pass
>> that would allow the holder to park in all zones and charge residents
>> a higher fee for these permits.

>>
>> It's just one idea - many of which I am sure would come to light if
>> the City would do a little brain storming and take input from

>> residents.
>>
>> Kind regards,
>> Lesley Wright
>>
>> On Wed, Jan 5, 2011 at 10:24 PM, Michael DiVirgilio
>> <mdivir@gmail.com>
>> wrote:
>> > Hi Lesley,
>> >
>> > Thank you for the feedback. You make several good points and I
>> > appreciate you for taking the time to do so. In short, the passes
>> > are getting abused at their current price and we're trying to find
>> > a solution. If you have a price range in mind that you think would
>> > make sense that would be helpful to know.
>> >
>> > Best regards,
>> > Michael
>> >
>> >
>> > On Wed, Jan 5, 2011 at 1:04 PM, Lesley Wright
>> > <tolesleywright@gmail.com>
>> > wrote:
>> >>
>> >> Yesterday we received in the mail The Hermosa Beach City Council's
>> >> Hearing Notice to consider raising HB Residents' parking fees by
>> >> as much as 750% (\$300 for a guest pass?!!!).
>> >>
>> >> Let me first state that my husband and I - long time home owners
>> >> and residents of Hermosa Beach - vehemently oppose these
>> >> outrageous and completely unfounded increases.
>> >>
>> >> Under what rock have our City Council Members been living? Is it
>> >> possible these individuals are not aware that property values have
>> >> plummeted and unemployment rates and home foreclosures are at an
>> >> all time high? I am stunned into utter disbelief that these
>> >> elected officials would be so idiotic (I apologize, but there
>> >> truly is no other word to describe this) as to suggest their
>> >> residents should shoulder up to a 750% increase in fees for the
>> >> "privilege" to park on the streets which our property taxes pay to
>> >> maintain. The City Council's notice refers to the matter as
>> >> "preferential parking." Are you kidding me? We pay a small
>> >> fortune in property taxes and other assessments every year to live
>> >> in this City and should be entitled to park on our own streets free of ANY
>> >> additional charge.
>> >>
>> >> These proposed fee increases are excessive, arbitrary and if
>> >> enacted, constitute an abuse of police power in violation of both
>> >> the US and California State Constitutions. And you can bet someone
>> >> will challenged them. How much will such a legal challenge cost the City .
>> >> . . I wonder.
>> >>
>> >> If these increased parking permit fees are enacted, it will mean
>> >> that my husband and I will have to take money from our annual
>> >> Hermosa View Elementary School donation to pay for them. Way to
>> >> steal more money from our 6-year old daughter's education! What a
>> >> shining moment for our City Council Members!
>> >>
>> >> If the City is so eager to generate additional income, why not
>> >> increase parking meter fees? What about assessing a higher
>> >> business tax on the bars and night clubs that lure undesirables
>> >> from the darkest depths to reek drunken havoc on our quiet City
>> >> further straining our Police resources? Instead of reaching for
>> >> the low-hanging fruit trying using some ingenuity to come up with
>> >> some reasonable solutions that don't harshly punish your already
>> >> over-burdened citizens.
>> >>

>> >> This is an absolutely irresponsible proposal made at one of the
>> >> most economically challenging periods in our Nation's history and
>> >> you can bet it will be remembered come next election.

>> >>

>> >> Sincerely,

>> >> Lesley Wright

>> >> 2050 Manhattan Avenue

>> >> Hermosa Beach, CA

>> >

>> >

>

>

parking

From: Lindy Brownsberger [lindy@propacific.com]
Sent: Tuesday, January 11, 2011 11:16 AM
To: parking; peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com; kit.bobko@gmail.com; mdivir@gmail.com
Cc: Scott Brownsberger; Lindy Brownsberger
Subject: parking fee increase WRONG!
Importance: High

Attention city council of Hermosa Beach,

The first I had heard about this outrageous parking pass fee increase was when I received the small yellow postcard in the mail last week. I am appalled at such an extremely high increase. Our family purchases parking passes every year and we were blown away at the super high prices you are talking about charging for parking passes. We have young children and need to purchase the guest pass for our sitter and \$300 is absolutely ridiculous. My husband and I park in our garage and we have still purchased the parking passes every year for the past 15 years, Your steep prices may force us not to purchase any. I would discourage anyone from buying or renting a place in Hermosa Beach due to your extremely high parking fees. Your proposal makes me sick!

Hermosa Beach is already more expensive for meter parking. I prefer to park in Manhattan Beach when I have to use the meters since my quarters go much further in the Manhattan Beach meters. I have also heard that the parking tickets in Hermosa Beach are extremely high now as well. This constant gouging of our wallets sure does not make us proud of our city. My family and our neighbors are extremely upset over your disgustingly steep increases in the cost of the Hermosa beach parking passes.

I cannot be at the meeting tonight because I have a 4 week old newborn, but I wanted to make sure you knew my thoughts on your crazy and absurdly steep increases for the parking passes.

Sincerely,
Lindy Brownsberger

01/11/2011

parking

From: Eddy Carvajal [eacarvajal@gmail.com]

Sent: Tuesday, January 11, 2011 11:36 AM

To: parking

Subject: Citizen Opposed to Proposed Increase in Resident Parking Permit Fee

To whom it may concern:

I have lived in Hermosa Beach for about two years and I am registered to vote in Hermosa Beach. I am writing to express my vehement opposition to the city council's proposed increase in resident parking permit fees. I think the city council should look into increasing the costs of meter parking for visitors to the area or increase the fee for parking in the various city parking lots rather than increase the burden imposed on already cost-pressed Hermosa Beach residents.

As I understand the proposal under consideration, Hermosa beach resident parking permit fees would increase from \$40 to \$100 for the first permit, \$100 for the second permit, \$200 for the third permit and \$300 for each additional permit/guest pass. If a family wanted to obtain 4 parking permits, this new fee regime would cost them \$700. These proposed fees are simply too high and would be unfair to hard-working, tax-paying Hermosa Beach residents. The city council should certainly NOT increase the costs charged to tax-paying residents.

Other beach towns charge MUCH lower rates to their residents. Manhattan Beach only charges \$30 per car for a residential parking permit and Redondo Beach only charges \$15 per car for preferential street parking for residents. Accordingly, for 2 permits, the Hermosa proposal would be 333% higher than Manhattan Beach's cost to residents and 666% higher than Redondo Beach's cost to residents. The proposed Hermosa fees also seem particularly unfair when compared to Santa Monica, which charges MUCH lower resident parking permit fees. Santa Monica charges only \$15/year for up to 2 resident permits and \$15/year for up to 2 visitor permits. For four permits, the Hermosa city council's proposal constitutes a 1166% increase over the Santa Monica cost.

I very much look forward to the rejection of this proposal and the consideration of other revenue-raising alternatives that do not unduly burden and penalize Hermosa Beach residents. Many thanks for your attention to these comments.

Regards,
Eduardo Carvajal

01/11/2011

parking

From: Joy Eliason Alden, CFT [mydough@verizon.net]**Sent:** Tuesday, January 11, 2011 11:10 AM**To:** parking**Subject:** PARKING PERMITS - ABSURD PROPOSAL!

To Whom It May Concern:

This is an absurd proposal! If anything, Hermosa Beach residents deserve a BREAK in parking.

I have lived here over 30 years...over 25 years on 16th and Monterey.

This is outrageous - especially with all the events the City brings in and puts upon us!!

....It feels quite clear that you already don't seem to care about us - the residents - and what we currently go through - as it is bad enough already!

And you are proposing not only an increase but the amount is absolutely LUDICROUS!

Our parking is constantly affected - and since the "facelift" even more so up in the 16th Street/Monterey area.

Not only do outsiders now know to park here and walk downtown... we, the residents cannot always get parking because of this.

And we have to put up with the noise of the drunks coming back up - starting at midnight to 2:00 a.m.; we are woken constantly!

Our cars are hit front and back because others choose to FIT their cars in with no regard of personal property and play bumper cars. I watch it from my window - over and over!

And the new big trucks and SUVs don't fit...and they make themselves FIT! The City should regulate this somehow.

When the City detoured the Fair traffic to 16th - not just one year...but over and over and over again - and what now it appears to be the permanent route...well, we are the ones again affected...!!!

We took another hit! OUR LIVES, OUR HOMES, OUR PARKING! We keep taking hits and you want to make us pay MORE?

Sometimes I am held "captive" actually...because if I move my car well then I won't get a parking space upon return.

And/or if I do go out (have to go out), then I have to waste gas and drive around and around until someone leaves (one time it was about 20 minutes of wasted gas and time - and I had had to go out for a business meeting on the weekend). **So again, we are the ones being affected - and you want us to pay more?!**

We take this hit not only twice a year now with parking, but with noise, and personal abuse on our little town and our HOMES!

...and again you gave outsiders ideas of where to park all year round. You actually should mix up the "detour" - it is not fair (pun)!

Hermosa hasn't treated their residents with any care or fairness with respect to this for A LONG TIME!

If you need revenue, CUT PROGRAMS, CUT STAFF, CUT SOME OF THESE EVENTS!!

... but quit taking it out on the residents who have been long time loyal citizens of our town.

Disturbed that you are even thinking of hitting up the residents with this OUTRAGEOUS increase,
Joy

01/11/2011

parking

From: Andrew Weber [weber@aresmgmt.com]

Sent: Tuesday, January 11, 2011 11:09 AM

To: parking

Subject: Parking fee increases

All –

I think that increasing the rates on the resident fee permits is just fine. People who participate use their permits essentially every day.

However, I feel that the increase to \$300 for each guest pass is out of line. Typically, my guest pass is only in use about one day per month, and raising the fee to \$300 is excessive.

Regards,

Andrew Weber
21 20th Street
Hermosa Beach, CA 90254

Andrew Weber
Ares Management LLC
2000 Avenue of the Stars 12th Floor
Los Angeles CA 90067
(310) 921-7271

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01/11/2011

parking

From: aswhome@aol.com

Sent: Tuesday, January 11, 2011 10:06 AM

To: parking

Subject: Preferential Parking

We own several rental units in Hermosa Beach - we usually rent to young people who love the beach and want to rent until they can afford to buy. We have noticed in the last two years that it is getting harder to find good tenants - young people are greatly affected by the economy. Increasing the first permit some is reasonable, but not \$100. Increasing the guest pass to \$300 is absolutely ridiculous. The city can find ways to cut costs and make reasonable increases to fees to balance the budget, but these rates are too high.

Alison Wilcox
310-379-0294

01/11/2011

parking

From: Rick Sowers [rsowers@bankmanhattan.com]

Sent: Tuesday, January 11, 2011 2:05 PM

To: parking

Subject: Comments on new parking rates

Dear City Council,

I read the recent proposed parking rate changes for residents and I wanted to express my concerns. Having lived in this city for 15 years, I have seen a steady increase in parking rates for residents. These have always seemed reasonable given the increasing costs for the city. However the recent proposed changes are completely out of line. Residents of this city should have the right to park in front of their homes, at their Hermosa friends and near places of business that support the tax base for the city and its operations at a reasonable rate. Guest should be able to come over (since its limited to one per home) and enjoy our city without home owners having to pay outrageous rates for them to do so. This is an unreasonable attempt to "tax" the residents of the city once more.

The council should look for ways to bring residents into the civic process to solve the city's financial dilemmas, not anger them with outrageous fees.

Rick

Rick L. Sowers
Executive Vice President / Chief Operating Officer
Bank of Manhattan, NA
2141 Rosecrans Avenue, Suite 1160
El Segundo, CA 90245
Phone: (310) 606-8040
Fax: (310) 606-8090
<http://www.BankManhattan.com>

BANK OF MANHATTAN

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01/11/2011

parking

From: Suzanne McCaddin [suzannemccaddin@verizon.net]

Sent: Tuesday, January 11, 2011 8:57 AM

To: parking

Subject: insane parking permit increase

Dear City Council,

Please take the residents of Hermosa Beach into consideration in regards to the parking permit increase. The increase in parking permits is ridiculous. I will certainly not purchase a guest pass at that rate, and fortunately I am close to Redondo Beach. If this increase passes, I will have my guests feed the parking meters in Redondo and not Hermosa Beach. It is NOT our responsibility as tenants/homeowners of Hermosa Beach to pay for the palm trees on Pier Avenue that we didn't request anyway!

Concerned citizen,

Suzanne McCaddin

01/11/2011

parking

From: McNulty, Clark [Clark.McNulty@Honeywell.com]
Sent: Tuesday, January 11, 2011 9:42 AM
To: parking
Subject: Resident Parking Permit Fee Proposed Increase

To whom it may concern:

Thought I would forward this on, I too agree with my fellow Hermosa Beach residents who are against raising parking pass fees..

I am a longtime resident of, and a registered voter in, Hermosa Beach. I am writing to express my opposition to the proposal to increase resident parking permit fees under consideration by the city council. Rather than increase the burden imposed on already cost-pressed Hermosa Beach residents, I think the city council should look into increasing the costs of meter parking for visitors to the area or increase the fee for parking in the various city parking lots. The city council should certainly NOT increase the costs charged to tax-paying residents.


As I understand the proposal, it would increase resident parking permit fees from \$40 to \$100 for the first permit, \$100 for the second permit, \$200 for the third permit and \$300 for each additional permit/guest pass.

These proposed fees are simply too high and are unfair to hard-working, tax-paying Hermosa Beach residents. Other beach towns charge MUCH lower rates to their residents. Manhattan Beach only charges \$30 per car for a residential parking permit and Redondo Beach only charges \$15 per car for preferential street parking for residents. The proposed Hermosa fees seem particularly unfair when compared to Santa Monica, which charges MUCH lower resident parking permit fees. As I understand it, Santa Monica charges only \$15/year for up to 2 resident permits and \$15/year for up to 2 visitor permits. For four permits, their fees would total \$60. The Hermosa city council's proposal constitutes a 1166% increase over the Santa Monica cost.

I very much look forward to the rejection of this proposal and the consideration of other revenue-raising proposals that do not penalize residents. Many thanks for your attention to these comments.

Thanks,

Clark McNulty
Supply Management
310.512.4974 desk
310.512.3059 fax
clark.mcnulty@honeywell.com
Honeywell Aerospace (Torrance)

 logo_honeywell

01/11/2011

parking

From: Grant Leeds [grantleeds@gmail.com]
Sent: Tuesday, January 11, 2011 9:24 AM
To: parking
Subject: Preferential Parking Program Cost Increases

Dear Hermosa Beach Rep,

As an 8 year Hermosa Beach resident who has lived on the Strand, Loma, Bayview and now Hermosa Ave, I'm shocked at the thought of Hermosa increasing parking costs to individual residents by more than 250%. I live with two other roommates so our total cost would go from \$160 for three permanent parking passes and one hanging pass to \$700. That is an excessive increase that will drive away renters who play an integral role in the small Hermosa Beach economy. If I didn't live in this town I wouldn't patronize the local shops and restaurants as often as I have over the past 8 years.

I would like to remind you that owning and operating a car in LA is not a luxury like it is in NY or Chicago. Poor public transportation in this area makes owning a car a necessity for everyone. And in a bad economy where prices are steadily going up for everything to include gas & food, implementing an increase in parking costs by more than 250% will drive people out of Hermosa. I don't believe that's the goal of the parking price hike, there must be other ways to increase Hermosa's operating budget besides focussing on the people who live here and support this small town's economy.

Thanks for taking the time to hear my concerns and thoughts.

Respectfully
Grant Leeds

01/11/2011

parking

From: Hildyard, Wesley (GE Healthcare) [Wesley.Hildyard@med.ge.com]

Sent: Tuesday, January 11, 2011 9:35 AM

To: parking

Subject: Parking Pass Changes

To the members of the Hermosa Beach City Council:

I've been a resident in HB since 1997. My wife and I purchased an old beach home on Palm Drive then. Our family has two vehicles that battle for a one-car garage. Because of that, we typically pay for two resident permits, and a guest pass for several reasons. As an example, our children receive tutoring support and our guest pass is used by those individuals so they can park at our house without looking at the clock or interrupting progress to move a car.

Recently, I received the "!!! IMPORTANT NOTICE!!!" card in our mailbox (thanks for communicating this so efficiently), and I was actually taken aback at the proposed fees for resident parking permits. In the past, I pretty much just paid the amount for our vehicles and didn't ask too many questions. I did notice fee increases each year, but continued to pay the amounts...It's unfortunate, but I get a true feeling, that my city's administration is extorting me and my family, to some degree. The fact we have to pay a yearly parking fee at all, is worth a serious debate. I know it's considered "Preferential", but the reality is that there are many, many families and residents that don't have 2, 3, and 4 car garages or parking spaces, because the homes we own never had them. Should we be punished for that?

With this being said, I implore you to stop the increases in resident parking fees. I feel like I'm being punished because I own an old beach cottage that only has one parking spot. Your proposed rates simply punish the very residents that can least afford them.

Thank you for your consideration,

Wesley Hildyard
HB Resident

01/11/2011

-----Original Message-----

From: amit <amitrjagwani@gmail.com>

To: jeff@jeffduclos.com

Sent: Tue, Jan 11, 2011 11:55 am

Subject: Issue with Hermosa Beach Parking

It has been brought to my attention that there will be a hearing this evening regarding a price hike for resident parking permits.

I noted that the proposed hike is from \$40 to \$100. Just writing the number hurts. I honestly cannot understand how this hike can be justified by anyone. I am a resident of Hermosa Beach who will be directly impacted by this price hike and do not see why I, or any of my fellow residents, need to pay an additional (rent being the first) premium for living in Hermosa Beach. A price hike like this is simply wrong. Not only is the proposed percent increase outrageous by any definition, but the council is also choosing to do this during an already difficult economic time in our country.

Simply put it is wrong. We are already paying a significant amount to live in Hermosa Beach and parking should not be subjected to an increase, in any amount.

Thank you

Amit Jagwani

--

amit

305.804.3493

-----Original Message-----

From: Jack Stuckey <stuckey@me.com>

To: jeff@jeffduclos.com

Sent: Tue, Jan 11, 2011 1:35 pm

Subject: No on Parking Permit increases

Jeff,

I am strongly opposed to any rate increase on Parking Permits. I should not be

penalized with higher parking fees because I live close to the beach.

I'm a homeowner who has lived on Manhattan Avenue in Hermosa Beach for 14 years.

Thank you.

Jack Stuckey

-----Original Message-----

From: Hildyard, Wesley (GE Healthcare) <Wesley.Hildyard@med.ge.com>

To: jeff@jeffduclos.com

Sent: Tue, Jan 11, 2011 9:46 am

Subject: Proposed Parking Fee Changes

Dear Council Member Duclos:

I've been a resident in HB since 1997. My wife and I purchased an old beach home on Palm Drive then. Our family has two vehicles that battle for a one-car garage. Because of that, we typically pay for two resident permits, and a guest pass for several reasons. As an example, our children receive tutoring support and our guest pass is used by those individuals so they can park at our house without looking at the clock or interrupting progress to move a car.

Recently, I received the "!!! IMPORTANT NOTICE!!!" card in our mailbox (thanks for communicating this so efficiently), and I was actually taken aback at the proposed fees for resident parking permits. In the past, I pretty much just paid the amount for our vehicles and didn't ask too many questions. I did notice fee increases each year, but continued to pay the amounts...It's unfortunate, but I get a true feeling, that my city's administration is extorting me and my family, to some degree. The fact we have to pay a yearly parking fee at all, is worth a serious debate. I know it's considered "Preferential", but the reality is that there are many, many families and residents that don't have 2, 3, and 4 car garages or parking spaces, because the homes we own never had them. Should we be punished for that?

With this being said, I implore you to stop the increases in resident parking fees. I feel like I'm being punished because I own an old beach cottage that only has one parking spot. Your proposed rates simply punish the very residents that can least afford them.

Thank you for your consideration,

Wesley Hildyard
HB Resident

-----Original Message-----

From: zuleika_firpo@ahm.honda.com

To: jeff@jeffduclos.com

Sent: Tue, Jan 11, 2011 12:31 pm

Subject: Hermosa parking fee

Not everyone that lives in Hermosa is wealthy! I for one live in a small studio and cannot afford a hike in any bill never mind a parking permit. Please be advised that funds can be gained by ticketing those who illegally flip our trash cans and make a mess in the alleyways and in the strand looking for recyclables. This is in effect stealing from the public and the city because we pay for the recycling services while these outsiders are being paid to recycle our garbage they collect from our dumpsters. This is done weekly in my block of 28th st. and I have called the City of Hermosa to complain and have left recorded messages at the police station with no responses. The worst was when I had family members visiting and we witnessed in broad day light migrant families with children en- tow picking garbage from within public canisters in broad daylight on the strand. Very classy Hermosa! I know this is illegal yet, there are no officers willing to ticket these people. I've seen them turn a blind eye during the six man competition. There is your money! So don't hike up my bills because I'm not doing anything wrong!

Zuleika Firpo

Maya 3D Animation and Flash 2D Animation Specialist

Parts and Service Communications

American Honda Motor Co., Inc

1919 Torrance Blvd.

M/S 500-2C-11A

Torrance, CA 90501

t. 310.781.4068

f. 310-783-3530

parking

From: Linda [olaguel@earthlink.net]

Sent: Tuesday, January 11, 2011 2:32 PM

To: parking

Subject: Resident says no to increasing parking permit fees

Hello City Council,

This Hermosa Beach resident strongly urges the council to not increase the parking permit fee. The \$100 suggested for the first permit more than doubles the current fee. The number of parking meters on pier avenue has increased. The hours of enforcement for the parking meters has lengthened. Budget cuts are understandable. Increased fees for residents have already happened.

Thank you,
Linda Olague

01/11/2011

parking

From: G Losson [eczlosson@yahoo.com]

Sent: Tuesday, January 11, 2011 2:56 PM

To: parking

Subject: parking pass increase

I do not mind paying a tax that only a FEW residents have to pay only if it is reasonable. Your proposed increase is unreasonable. Resident, G. Losson, 2540 Hermosa Ave #7

01/11/2011

parking

From: jill sigel [cantseefeet@yahoo.com]

Sent: Tuesday, January 11, 2011 2:49 PM

To: parking

Subject: parking pass increase

Hello, I am a resident of Hermosa Beach and would like you vote NOT to increase our parking permits. Jill Sigel, 2540 Hermosa Ave. #7, Hermosa Beach, CA 90254 Thank you.

01/11/2011

parking

From: Caras, Chris [Chris.Caras@Grubb-Ellis.com]

Sent: Tuesday, January 11, 2011 3:04 PM

To: parking

I am opposed to the proposed resident parking pass increase.
The resident pass should be a helpful tool to residents not a cost burden.

Raise parking tickets for the people that aren't residents.

Chris W. Caras
Senior Vice President
Grubb & Ellis Company
445 S. Figueroa Street, Suite 3300
Los Angeles, CA 90071
Direct: 213-596-2223
Direct Fax: 213-596-6823
chris.caras@grubb-ellis.com
www.grubb-ellis.com

CA License #01229700

via BlackBerry

01/11/2011

parking

From: Paul Holden [pholden55@yahoo.com]

Sent: Tuesday, January 11, 2011 2:22 PM

To: parking

Subject: Hermosa Parking Resident - I Object!

Hi Pam or to whom is monitoring this site,

I have been a resident of Hermosa Beach for 8 years, moving here from Connecticut. I have been extremely dissatisfied with the ridiculous fees, parking meters, parking tickets, and now the raising of all of these methods of fund raising. Is the Hermosa City Council trying to drive people to move away? Are they trying to prevent anyone from coming to our town to spend money in a shop or restaurant here, take a walk on the beach, and in any way enjoy their experience in this town? It certainly seems that way. Do we really need street cleaning twice a week or more? If we had less street cleaning, that would cut down the cost of it as I read on the www.hermosaparking.com web site. They need to find more creative ways to raise money, rather than hiking up parking. I try to support local businesses often, but if I have to worry about a dinner or purchase in a store turning into a much more expensive outing, I will not spend any money locally.

I had heard that the reason this attempt to hike prices is based on a few people trying to sell passes on craigslist. If that is true, you don't punish thousands for a few people acting inappropriately. I object to these high prices and have been so fed up, that I have thought about moving out of town several times and I know my neighbors and friends feel the same way. I don't want to live in a place where I have to constantly worry that even though I have a resident pass, there are still several ways that I will end up issued a ticket anyway. Often times, there is no parking available when street cleaning forces everyone to switch sides of the street. People are forced to get tickets!

Unfortunately, I will be unable to attend this evening's meeting, however, I know that I speak for everyone in town, that enough is enough.

Thank you.

Paul Holden
512 Manhattan Avenue
Hermosa Beach, CA 90254
(310) 420-9298

01/11/2011

parking

From: holly knadler [rideheavenly@yahoo.com]

Sent: Tuesday, January 11, 2011 2:12 PM

To: parking

Subject: Hermosa Beach parking increase!

I'm a long time resident of Hermosa Beach & I think the parking spike is absolutely ridiculous! We already pay a way higher percentage to live in this area, & I think paying more to park in our own city is absurd. I enjoy living in Hermosa Beach & would really be disappointed in our small community if this new price increase is passed. Not only will we consider moving, & will tell other's how horrible the City of HB is running this situation.

Thanks,
Holly Knadler

hollyanne-

01/11/2011

Yu-Ying Ting

From: Jackie Nelsen on behalf of City Clerk
Sent: Tuesday, January 11, 2011 3:44 PM
To: Yu-Ying Ting
Subject: FW: Important Notice Raising Resident Parking Permits

From: Hermosagrandma@aol.com [mailto:Hermosagrandma@aol.com]
Sent: Tuesday, January 11, 2011 3:21 PM
To: City Clerk
Subject: Important Notice Raising Resident Parking Permits

I received my notice and the increase is far too high. We residents already pay high Property Taxes to live here. If the City is that broke, Decrease Salaries and Benefits, of the non-essential City Employees, Delete The Senior Tax. Service the Wave is available, Dog license fees should be the same for everyone. Tax the Bar Business. There are many other ways of getting money.

I am a voter and will watch closely who supports this issue.

Carmelita

01/11/2011

parking

From: Lynn Bosch [sansearai@gmail.com]
Sent: Tuesday, January 11, 2011 4:45 PM
To: parking
Subject: Parking fee structure

We are new homeowners to Hermosa Beach and new residents to the state of California as well. Someone please explain to me why it is logical that the cost of parking permits and guest passes should go up 150-450%! Seriously? We are obviously opposed.

Lynn & Joe Bosch

Sent from my iPad

parking

From: Rob McGarry [Rob@BeachHomeBroker.com]
Sent: Tuesday, January 11, 2011 4:43 PM
To: parking
Cc: peter@electpetertucker.com; kkfish@earthlink.net; jeff@jeffduclos.com;
kit.bobko@gmail.com; mdivir@gmail.com
Subject: Parking permit fees

While I will not be able to attend tonight's meeting, I wanted to weigh in on the issue of increasing the parking permit fees. Since you will be reviewing many such letters, I'll be brief.

Raising the fees will not alleviate the parking problem in Hermosa Beach. Hermosa Beach is a small and densely populated town with an incredible beach and great night life. That means that in addition to the nearly 20 thousand people who live here, many others want to visit.

If Hermosa Beach is trying to use the permit fees to increase revenues, it will work, but unfairly at the sole expense of those who live and/or own property in the impacted zone.

I am not opposed to modest increases in fees each year, but no permit should cost more than \$100 and each property owner or tenant should be able to acquire at least one permit (hanging or fixed) at a reasonable cost for each unit.

Lastly, if the city is truly trying to improve parking, maybe it's time to start monitoring the use of garages. Although intended for cars, it is far too often that I see garages filled to the ceiling with "stuff" not allowing any space for an actual car. I can assure you that contributes more to the parking problem than the price of a permit.

Sincerely,

Rob McGarry
Realtor - Licensed Broker
DRE License #01356525
South Bay Brokers, Inc.
direct line: (310) 463-8488
direct fax: (310) 868-0655
Rob@BeachHomeBroker.com

www.BeachHomeBroker.com

Free MLS access at <http://MLS.BeachHomeBroker.com>

parking

From: Dean Baluch [dbaluch@me.com]
Sent: Tuesday, January 11, 2011 4:03 PM
To: parking
Subject: Preferential Parking Opinion

As a 7 year resident of Hermosa Beach and a 4 year participant in the preferential parking program, I am very opposed to the proposed updates.

Let me explain why.

I think everyone is in agreement that convenient parking is difficult in the current Preferential Parking program.
But this isn't due to the price of a parking pass or the ease of obtaining a parking pass.

As I drive past blocks of parked cars, I notice many of them without parking placards or decals and maybe a parking ticket.
The true problem that I have observed is that there are people willing to risk getting a ticket in order to get parking.
I understand that this provides very important revenue to the city.

Therefore, my solution is to raise of the price of parking tickets, as much as triple the posted rates, for parking in preferred spots.
There is precedent for this during holidays. I believe it fixes the main problem that I have observed by deterring defiant drivers from taking preferred parking.

This should also increase revenue without burdening the residents and voters that actually benefit from the program as intended.

Raising the price of the passes will certainly reduce the number of passes being sold, but I don't think it will make parking noticeably easier for the residents and voters that pay an even higher premium for a pass.

Maybe a combination of raising permit fees modestly (\$10-20) AND raising parking tickets significantly (at least double for preferred spots only) will improve the situation drastically.

Dean Baluch

parking

From: jkoln@aol.com
Sent: Tuesday, January 11, 2011 3:57 PM
To: parking
Subject: Preferential parking permit

The original intent of the the Permit was not a revenue generator. It was supposed to be a service only. Originally the permits were issued at no cost to qualified residents. Later the permits were issued at a nominal charge. Now someone wants to generated a fund and increase the fees astronomically. The City needs to cuts its wasteful spending and keep the parking permits fees like last years or maybe even reduce them!

I am a 46 year resident on 30th Street.

John Cologne
340 30th Street

parking

From: John Zelasko [john@strategicrp.com]

Sent: Tuesday, January 11, 2011 4:56 PM

To: parking

Subject: Parking pass increase

Hello,

As a landlord, and resident of Hermosa Beach, I am firmly against the proposed increase in fees for parking passes. Hermosa has a fairly unattractive parking situation for potential tenants as it stands. To add 150%-700% increases in parking fees, in a strapped rental market, would do a lot of harm to your landowners (who are essentially small businesses).

Aside from effects on the landlords, the homeowners who are paying sizable mortgages in many cases would be adversely affected by the dramatic increase. Many people in this market are financially strapped, and live on a very fixed expense schedule to make good on their debt. We do not want to push these people to a point where they might give up on the mortgage and "short-sale." That would hurt all Hermosa Landowners.

I truly hope the board re-considers these harmful raises in parking fees. The tax paying homeowners, and the tenants that pay above average rents (to Hermosa's benefit), do not deserve this action.

John Zelasko

john@strategicrp.com

(310)908-1534 Cell

01/11/2011

parking

From: EKeavney [ekeavney@ix.netcom.com]
Sent: Tuesday, January 11, 2011 4:26 PM
To: parking
Cc: City Clerk; Howard Fishman HB City Council; Jeff Duclos HB City Council; Kit Bobko HB City Council; Michael DiVirgilio HB City Council; Peter Tucker - HB City Council
Subject: Parking Permit Fee Increase
Attachments: Hermosa Beach Parking Fee Letter.doc
 To Whom It May Concern,

My name is Eric Keavney and unfortunately I cannot attend the public hearing regarding the proposed fee increase for parking permits. I am a 16 year resident of Hermosa Beach and been a homeowner for the past 12 years. Currently I am a full-time graduate student and would like to express to you how the proposed increase will impact me and how that will affect the city.

I currently have three vehicles registered and also purchase a guest pass annually. Although the \$160 cost is difficult while living on a budget, it has so far been worth it for the sake of convenience. My vehicles are a pickup truck, a sport utility vehicle, and a motorcycle. My condominium has one parking place so there are always two vehicles parked on the street near my residence.

If the proposed parking fee increase is implemented my bill will increase from \$160 to \$700 per year, a 437.5% increase. I will respond to these increases by not buying any permits. Instead of generating \$540 of additional revenue the city will in fact lose \$160 from its current revenues.

It is not practical to dispose of any of these vehicles at this time so instead I will be parking two vehicles in other peoples' neighborhoods 24 hours a day, 7 days a week. With the added inconvenience of accessing these vehicles due to the distance, I will likely ride the motorcycle when weather is permitting and leave the pickup and the SUV on the city streets in front of other peoples' households most of the time.

I also will not be purchasing a guest pass any longer. Instead, my suggestions to visitors will be to meet me in other cities which are between our homes and thus more convenient for them. Currently people who are driving to visit me often come to our city in order to have dinner or go to the beach, but if they will have to pay for parking anyway it seems more equitable that I will share the driving responsibility and meet them somewhere else.

From my perspective the fee increase will immediately accomplish three things:
 Less revenue generated from the parking permit process.
 Increase of parking in residential neighborhoods not controlled by parking permits.
 Less revenue in the form of taxes from money spent in local businesses.

I also feel there is something inherently unfair in imposing these city fees on only certain people in the community. I realize the fiscal difficulties all cities are facing these days but shouldn't that be a burden shared by an entire community.

01/11/2011

Sincerely,

Eric Keavney
2640 Hermosa Ave. #3
Hermosa Beach, CA 90254
ekeavney@ix.netcom.com

I have attached this email in letter form as a Microsoft Word document.

01/11/2011

parking

From: Dennis Duke Noor [denduke@yahoo.com]

Sent: Tuesday, January 11, 2011 4:18 PM

To: parking

Subject: Parking Increase Absurd

Dear Mayor Tucker and Councilmembers,

In my opinion the proposed rate increase for the Preferential Parking Permits is an outrage and totally un-reasonable, especially now during the economic downturn.

Raise it a bit over the next few years, but don't raise it 150% on us. That would be pathetic and would dis-respect the taxpayers that already support our public streets.

All we need is another "tax" which it really is.

We have enough taxes already!

Thanks,

Duke Noor (60 year resident)



parking

From: Judy Luce [judithius@gmail.com]
Sent: Tuesday, January 11, 2011 3:25 PM
To: parking
Subject: PARKING
Hermosa Beach City Council,

Sorry, I cannot make the meeting this evening as I am working.

I find a permit increase from \$40.00 to \$100.00 a stretch for me, but I must have a permit to park. I live at 1636 Hermosa Avenue and there is no parking on premises; no garage to use or clean out; no driveway to park in; no alley way available as Hermosa's smallest lot is behind this building.

My first reaction was not to get a permit, but then where would I park? I already park two or three days a week at the corner of Circle Drive & Circle Court (slightly more than .4 miles from my place) as I work late and there isn't any parking closer. This is a long way at night and I'm 64 years old. On Friday and Saturday nights, when I have to park far away, there's no place to move closer the next morning, so I'm hot and sweaty by the time I get to my car to go to work the next day.

I understand that this high fee is designed to free more parking spaces--thank you--but can I afford it?

Thank you for your consideration.

Judy Luce

P.S. I think this is one of the best City Council's Hermosa Beach has seated.

01/11/2011

parking

From: atippins@verizon.net
Sent: Tuesday, January 11, 2011 5:07 PM
To: parking
Subject: changes to the Preferential Parking Program

To: The Hermosa Beach City Council

I am disappointed that you are considering such large increases to the parking program when people, even those living in Hermosa Beach, are experiencing difficult times meeting today's expenses. I would think that you might consider lowering the fees to help the residents during these hard times. We property owners pay high taxes for our services. Please consider carefully.

Thank you,
Annamarie Tippins
128 28th Street

01/11/2011

parking

From: Andrea Boyer [andrea.boyer1@verizon.net]
Sent: Tuesday, January 11, 2011 4:12 PM
To: parking
Subject: Parking rise!!
Importance: High

To whom it may concern, I unfortunately cannot attend the meeting but I must say that's its highway robbery what the city wants to do.

Raising the prices is one thing, but the amount the city wants to increase is absurd.

I can't imagine whom would agree to such an increase.

Al Boyer

542 The Strand

parking

From: Amy Schauwecker [amybeth8@verizon.net]

Sent: Tuesday, January 11, 2011 3:50 PM

To: parking

Subject: Preferential Parking Program

To whom it may concern,

My husband and I are property owners in Hermosa Beach and received your notice about the increase to resident parking permit fees. Unfortunately, we will not be able to attend the city council meeting tonight. Therefore, I wanted to send an e-mail to let you know we are against the increase.

For the "privilege" to park on our own street, we need to buy two parking permits and one guest permit every year. This totals \$120. But now HB city council is considering an increase to that cost of over 300%? Paying \$500 for our parking permits is a huge increase. Charging \$300 alone for the guest pass is unbelievable. And what happens if that guest pass is accidentally lost? Would we have to pay another \$300 for its replacement? How could our city council possibly expect that residents could afford such a massive hike with no gradual adjustment?

Where is this money going? How can these cost be justified...especially to homeowners in Hermosa Beach who already pay heavy property taxes, support our local businesses and send our children to Hermosa schools. I wish we could be at the meeting tonight to hear an explanation. But I will need to rely on my many concerned neighbors who will be attending.

Thank you for your time,
Amy and Chris Schauwecker
Hermosa Beach, CA

01/11/2011

To Whom It May Concern,

My name is Eric Keavney and unfortunately I cannot attend the public hearing regarding the proposed fee increase for parking permits. I am a 16 year resident of Hermosa Beach and been a homeowner for the past 12 years. Currently I am a full-time graduate student and would like to express to you how the proposed increase will impact me and how that will affect the city.

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Sincerely,

Eric Keavney
2640 Hermosa Ave. #3
Hermosa Beach, CA 90254

RECEIVED
JAN 11 2011

PLANNING DEPT.