



Staff Report

File #: REPORT 20-0175, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of 24, 2020

**REVIEW INFORMATION AND PROVIDE DIRECTION REGARDING
SUSPENSION OF RESTAURANT ENCROACHMENT FEES FOR
A LIMITED DURATION; RECEIVE AND FILE INFORMATION
REGARDING ADMINISTRATIVE DETERMINATION
OF CERTAIN FEES AND FINES**
(Finance Director Viki Copeland)

Recommended Action:

1. Staff recommends that the City Council review information and provide direction regarding suspension of fees for restaurant encroachments for a limited duration; and
2. Receive and file information regarding administrative determination of certain fees and fines.

Background:

At the Special City Council Meeting of March 16, 2020, the City Council adopted a resolution that closed restaurants, alcoholic beverage establishments and snack shops until March 28, 2020 unless extended by the City Council or City Manager. The City Council directed staff to bring back information regarding restaurant encroachments for consideration of suspension of fees due to the closure.

Discussion:

Restaurant Encroachments

Attachment 1 is a list of existing restaurant encroachments. Pier Plaza rates for businesses that are open after midnight are \$5 per square foot and \$2 per square foot for businesses that close before midnight. Rates for businesses that are not located on the Plaza and snack shops are \$1 per square foot. Some businesses are open only during certain months or for a certain number of days as explained in the footnotes on the attachment.

Fees are per month and billed monthly. Fees for the month of March are \$29,174. Fees for the month of April are \$29,459.

The issue of whether encroachment areas are fenced was raised at the meeting. According to our records, all businesses other than Loreto Plaza, Java Man, Mickey's Italian Deli, Paisano's Pizza and

the Beach House are fenced.

Administrative Determination Regarding Other Fees and Fines

Administrative determinations have been implemented as follows as of March 16, 2020:

- Business License renewal due dates are extended to April 30, 2020
- Parking Permit renewal due dates are extended to April 30, 2020
- Parking Citation unbilled late fees will be delayed until April 30, 2020
- No Parking Citations will be placed on hold at the DMV until April 30, 2020

General Plan Consistency:

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

Governance

Goal 6. A broad-based and long-term economic development strategy for Hermosa Beach that supports existing businesses while attracting new business and tourism.

Policies:

- **6.4 Business support.** Support the Chamber of Commerce, retailers, tourist service businesses, artists, and other agencies to develop an aggressive marketing strategy with implementation procedures.
- **6.7 Retail base.** Encourage economic development reflective of the character of Hermosa Beach with small and medium scale retail development within Hermosa Beach in order to create a stronger tax base and increase the City's tax revenue.

Public Safety

Goal 4. The community has the capacity and is prepared for unavoidable hazards.

Policies:

- **4.1 Public awareness.** Increase public awareness of hazards, emergency response, and recovery through updated evacuation routes and informational signage.
- **4.6 Vulnerable populations.** Incorporate procedures into emergency and hazard mitigation plans to take care of vulnerable populations during hazardous events.

Goal 6. Hermosa Beach is prepared for, responds to and recovers quickly from natural disasters.

Policies:

- **6.6 Assist businesses.** Assist local / small businesses in planning for continuity of operations and emergency preparedness.

Fiscal Impact:

The fiscal impact will depend on the period of the suspension. As reported, revenue for March encroachments is \$29,174 and \$29,459 for April.

Attachments:

1. Restaurant Encroachments

Respectfully Submitted by: Viki Copeland, Finance Director

Legal Review: Mike Jenkins, City Attorney

Approved: Suja Lowenthal, City Manager