



City of Hermosa Beach

City Hall
1315 Valley Drive
Hermosa Beach, CA 90254

Staff Report

File #: REPORT 23-0102, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of March 14, 2023

AN ORDINANCE OF THE CITY OF HERMOSA BEACH, CALIFORNIA AMENDING CHAPTER 1.06 (OFFICIAL SEAL AND LOGO OF THE CITY) OF TITLE 1 (GENERAL PROVISIONS) OF THE HERMOSA BEACH MUNICIPAL CODE TO REGULATE THE USE OF CITY INSIGNIA AND FINDING THE SAME EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT
(City Manager Suja Lowenthal)

Recommended Action:

Staff recommends City Council introduce on first reading an ordinance (**Attachment 1**) titled, "An ordinance of the City of Hermosa Beach, California Amending Chapter 1.06 (Official Seal and Logo of the City) of Title 1 (General Provisions) of the Hermosa Beach Municipal Code to Regulate the Use of City insignia and Finding the Same Exempt from the California Environmental Quality Act."

Executive Summary:

In addition to its official seal and logo, the City of Hermosa Beach develops other unique graphics or "City insignia" to identify City events or programs. The City desires to amend its Municipal Code to protect against the replication and unapproved use of City insignia by adopting regulations pertaining to its use, similar to the City's existing regulations pertaining to its logo and seal.

Background:

The City of Hermosa Beach is a scenic beachfront city and popular tourist attraction known for its many diverse restaurants, local retailers, and popular commercial areas. Preserving the City's distinct identity through the use of the City's logo, seal, and other unique graphics has been a focal point of the City for decades.

At its June 9, 2020 meeting, City Council adopted Ordinance No. 20-1411 (**Attachment 2**) adding Chapter 1.06 (Official Seal and Logo of the City) to the Hermosa Beach Municipal Code, approving a refreshed City logo, and establishing use regulations for its City seal and City logo.

Past Council Actions

Past Board, Commission and Council Actions

Meeting Date	Description
June 9, 2020	Added Chapter 1.06 (Official Seal and Logo of the City) to Hermosa Beach Municipal Code
August 27, 2019	Hermosa Beach Branding and Signage and Logo Refresh Contest Update
February 7, 2018	Study Session on Visual Identity and Brand for the City of Hermosa Beach

Discussion

The City expends valuable time and resources designing City insignia including logos, marks, and emblems for City use to identify official City events or programs. An example is the City’s “brandmark” and “wordmark” images below. The City developed the brandmark and wordmark images in 2021 and they are regularly used in print and digital communications such as flyers, social media graphics,

email signatures, and the City website.



Staff uses City insignia, including its logo, in all official City of Hermosa Beach communications including news, programs, events, and services. Misuse or unauthorized use of City insignia can cause confusion or misrepresentation that a statement, event, or organization is supported or endorsed by the City.

With the advent of electronic media, the replication and unapproved use of City insignia has become a greater issue and concern. Staff recommends City Council approve an amendment to the Hermosa Beach Municipal Code to protect against the replication and unapproved use of City insignia. The proposed regulations pertaining to City insignia use are similar to the City's existing regulations pertaining to its City logo and seal.

Adopting use regulations protecting against the misuse of City insignia is a valid exercise of the City's regulatory powers pursuant to Article 11, section 7 of the California Constitution which grants the City broad discretionary power to, "make and enforce within its limits all local police, sanitary, and other ordinances and regulations not in conflict with general laws."

General Plan Consistency:

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

Governance Element

Goal 2. The community is active and engaged in decision-making processes.

Policy:

- **2.1 Multiple outreach methods.** Consistently engage in community outreach through

neighborhood forums, social media, the latest technologies, personal interaction, and other methods on a regular basis.

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

Policy:

- **6.1 Long-Term economic development.** Support the development and implementation of long-term economic development strategies that seek to establish and keep new businesses and a strong middle class in Hermosa Beach over the decades to come.

Fiscal Impact:

There is no fiscal impact associated with the recommended action.

Attachments:

1. Draft Ordinance 23-XX
2. Ordinance 20-1411
3. Link to February 7, 2018 City Council Staff Report
4. Link to August 27, 2019 City Council Staff Report
5. Link to June 9, 2020 City Council Staff Report

Respectfully Submitted by: Sirinya Matute, Senior Management Analyst

Noted for Fiscal Impact: Viki Copeland, Finance Director

Legal Review: Patrick Donegan, City Attorney

Approved: Suja Lowenthal, City Manager