

**February 19, 2004**

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

**Regular meeting of  
February 24, 2004**

<p><b>DISCUSSION AND STATUS REPORT ON THE BANNER PROGRAM FOR PACIFIC COAST HIGHWAY</b></p>
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**Recommendation:**

That the City Council receive and file this report and provide further direction to staff on how to proceed.

**Background:**

As you will recall, staff has been providing brief updates to the City Council at various meetings and expected to provide a complete report at this meeting of the meeting scheduled with CalTrans Regional Director for Thursday, February 19, 2004. That meeting was cancelled by CalTrans as the Director had to travel to Sacramento, and another meeting has yet to be confirmed. We are hopeful that a meeting can be set for Monday, March 1, 2004 here in Hermosa Beach as that time will work for Councilmembers Edgerton and Yoon as well as the Hermosa Beach Education Foundation.

Several other options on how to proceed at this point have been mentioned and the City Council may wish to discuss them prior to giving staff further direction on the operation of the banner program. The letters that have been sent to the Governor may have some impact and it might be a good idea to see if the response would be helpful to resolving the issue with the Regional CalTrans office. As you will recall, the banner was removed as a result of a Notice of Encroachment issued by CalTrans, which carries some penalties that the City Council should be aware of prior to directing staff to restart the program. A copy of the notice is attached for your review.

Staff will provide an update on a new meeting date or confirmation of another date as soon as we hear from CalTrans.

Respectfully submitted,

Stephen R. Burrell  
City Manager