

From: [Janet Bean](#)
To: [CITY COUNCIL \(INCL. CMO STAFF\); supplementalcomm@surfcity-hb.org](#)
Subject: Agenda Item Agenda Item 26-550
Date: Thursday, June 11, 2026 11:17:58 AM

Re: the proposal for the Pier Stair Advertising

I am writing to ask, that those of you that care about preserving the beauty of our historical and beautiful pier, vote NO on the agenda item for advertising on the pier steps.

While I understand the need to find additional income sources, since you are not able to find ways to cut spending, this is not the answer.

The dollar amount that it possibly might bring in does not outweigh the defacing of our beautiful pier area. You have already sold out our beach areas by allowing ads to be placed on lifeguard stations, please do not further destroy the beauty of our pier by allowing ads to clutter up the area.

Keep our beaches and pier ad free!!!! Who wants to come to a beach area that is cluttered with corporate advertising?

Please Vote NO!

**Thank you,
Janet Bean**

From: [Stacey Shell](#)
To: [CITY COUNCIL \(INCL. CMO STAFF\)](#)
Subject: Agenda Item 26-550
Date: Thursday, June 11, 2026 12:44:58 AM

Agenda Item 26-550

Pier Stairs Advertising Proposal

Huntington Beach Mayor, City Council Members, and City Manager

I am writing today to voice my strong opposition to Agenda Item 26-550, which proposes the implementation of commercial advertising wraps on our historic Huntington Beach Pier stairs.

I understand the city's desire to look for alternative, non-tax revenue streams, this specific proposal crosses a line from fiscal responsibility into the literal defacing of our most treasured public landmark. Monetizing the very steps of our iconic pier strips away the natural, classic coastal aesthetic that makes Surf City incredibly special to residents and visitors alike.

Turning our historic beach infrastructure into a billboard clutters public spaces for short-term corporate cash. Opening this door risks turning Huntington Beach into a commercialized amusement park rather than a historic beach community, prioritizing outside corporate branding over our local heritage. Once we sell out our landmarks to private interests, it is incredibly difficult to walk those decisions back.

Public assets like the Huntington Beach Pier belong to the community, not corporate sponsors. I urge this council to reject Item 26-550 and instead seek creative financial solutions that do not compromise the visual integrity, character, and beauty of our coast.

Thank you for your time and your consideration of the community's voice.

Sincerely,

Stacey Shell

From: [Stacey Shell](#)
To: [Twining, Butch](#)
Subject: Re: Agenda Item 26-550
Date: Thursday, June 11, 2026 4:25:42 PM
Attachments: [stairway ads - Google Search.png](#)

Dear Mayor McKeon, City Council Members, and City Manager,

Thank you so much for your responses to my initial concerns. While Mayor McKeon's prompt request for alternative ideas was brief, I want to thank Mayor Pro Tem Twining for taking the time to elaborate on the proposal, share the rendering, and provide the specific target of \$5,000 to \$7,000 per month in expected revenue.

Now that the specific financial goals and event details are clear, I strongly maintain that wrapping our historic pier stairs is unnecessary. I understand the vinyl wraps are temporary, but I believe using our landmark infrastructure for commercial advertising sets a bad precedent. Beyond cluttering public spaces with corporate logos, placing advertising graphics on the historic pier stairs creates an avoidable safety hazard. Stairs require focused attention, and forcing pedestrians to look down to decipher commercial ads or graphics on the step faces is a dangerous distraction. People need to look forward safely while moving up and down public walkways. The steps should remain completely clean and free of any visual distractions.

These major events like the US Open and WSL already utilize extensive branding throughout the sand and boardwalk footprints. They do not need to wrap the historic pier structure itself. As a charter city, we must maintain our local standards. Since the city already approved advertising on our beach lifeguard towers under an agreement that explicitly bans alcohol and gambling, we must uphold those same strict, family friendly design rules for the pier.

To easily match or exceed the target of \$5,000 to \$7,000 per month without introducing any commercial wraps or distractions to the pier stairs, can the council explore these alternative, community supported programs instead?

The city could launch a commemorative plaza brick program. Allowing residents and visitors to purchase engraved bricks placed flat in the surrounding plaza walkways generates an immediate, high-margin revenue stream. This model builds long-term local pride and hits financial targets through pure community investment without touching the stairs.

The city could implement a sponsored pier bench program. The city could establish a program for uniform pier benches featuring elegant bronze markers to honor families, loved ones, or local businesses. This brings in steady upfront and recurring maintenance fees.

The city could optimize special event and film permitting. Rather than expanding physical ad spaces, the city can adjust permit and impact fees for large scale outside commercial productions and athletic events that utilize our public coast, capturing more revenue from the organizers directly.

Pursue electric vehicle charging partnerships. Installing fast charging stations in city owned beach parking lots through a revenue sharing model allows an outside provider to cover all installation costs while generating steady monthly income for the city.

Thank you again for reviewing these alternative solutions. I look forward to seeing the council protect our historic landmarks and public safety while pursuing these non intrusive revenue options.

Stacey Shell

On Jun 11, 2026, at 9:43 AM, Twining, Butch <Butch.Twining@surfcity-hb.org> wrote:



Stacey, here's a rendering. US Open and WSL want to advertise the upcoming event.

This type of advertising will be temporary and targeted to local events and organizers. This type of advertising is very popular around the country. The wraps are easily removable and leave no evidence they were ever there. Again, this is not permanent. Targeted LOCAL (primarily) advertising!

Oh, and did I mention it'll bring the city between \$5k-\$7k per month?? As Casey mentioned, if you have any ideas to bring revenues to the City, by all means, let me know

Edward "Butch" Twining
Mayor Pro Tempore
Huntington Beach, California

2000 Main Street, Huntington Beach, CA 92648

Phone: 714.536.5553

On Jun 11, 2026, at 12:44 AM, Stacey Shell <stacey.shell@outlook.com> wrote:

Agenda Item 26-550

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