

**CALIFORNIA COASTAL COMMISSION**

South Coast Area Office  
200 Oceangate, Suite 1000  
Long Beach, CA 90802-4302  
(562) 590-5071

**W8a**

Filed: 4/03/2014  
180th Day: 9/30/2014  
Staff: J. Rabin - LB  
Staff Report: 4/24/2014  
Hearing Date: May 14, 2014

**STAFF REPORT: CONSENT CALENDAR**

**Application No:** 5-14-0247

**Applicants:** World Series of Beach Volleyball & City of Long Beach

**Agents:** David Klewan, General Manager, Management Plus Enterprises, Inc.  
Tasha Day, Manager, City of Long Beach Special Events

**Project Location:** Alamitos Beach and Marina Green Park, on the public beach near  
386 Shoreline Drive, City of Long Beach (Los Angeles County)

**Project Description:** World Series of Beach Volleyball event to be held on approximately 23 fenced acres of Alamitos Beach in downtown Long Beach from July 22 to July 27, 2014. The project involves temporary construction of a stadium for professional volleyball competitions with 300 courtside paid general admission seats surrounded by 2,900 free seats and free standing-room for 1,000 members of the public. Free bleacher seats will be provided around other sand volleyball courts where amateur competition will take place. Applicants have submitted plans for management of traffic and vehicle parking demand, valet bicycle parking, and recycling. Set-up of temporary facilities will begin July 14, 2014. Tear down of temporary facilities will start July 27, 2014 and end August 1, 2014.

**Staff Recommendation:** Approve with conditions

## I. MOTION AND RESOLUTION

**Motion:** *"I move that the Commission **approve** the coastal development permit applications included on the consent calendar in accordance with the staff recommendations."*

Staff recommends a **YES** vote. Passage of this motion will result in approval of all the permits included on the consent calendar. An affirmative vote by a majority of the Commissioners present is needed to pass the motion.

**Resolution:** *The Commission hereby approves a coastal development permit for the proposed development and adopts the findings set forth below on grounds that the development as conditioned will be in conformity with the policies of Chapter 3 of the Coastal Act and will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3 of the Coastal Act. Approval of the permit complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the development on the environment, or 2) there are no further feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the development on the environment.*

## II. STANDARD CONDITIONS

This permit is granted subject to the following standard conditions:

1. **Notice of Receipt and Acknowledgment.** The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. **Expiration.** If development has not commenced, the permit will expire two years from the date on which the Commission voted on the application. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. **Interpretation.** Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
4. **Assignment.** The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
5. **Terms and Conditions Run with the Land.** These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

### III. SPECIAL CONDITIONS

This permit is granted subject to the following special conditions:

1. **Duration of Permit.** Coastal Development Permit 5-14-0247 shall only extend to:
  - a) The World Series of Beach Volleyball and associated events to be held from Tuesday, July 22 through Sunday, July 27, 2014;
  - b) Set-up and timely removal of those temporary facilities necessary to stage the event. Set-up will begin Monday, July 14 and continue until Tuesday, July 22. Removal of facilities will begin after competition ends Sunday, July 27. All facilities will be entirely removed from the beach and Marina Green by the close of business Friday, August 1, 2014.

The permittees shall undertake and maintain the development in conformance with the special conditions of the permit and the final plans approved by the Executive Director. Any proposed changes to the approved plans shall be reported to the Executive Director in order to determine if the proposed change shall require a permit amendment pursuant to the requirements of the Coastal Act and the California Code of Regulations. No changes to the approved plans shall occur without a Commission-approved permit amendment unless the Executive Director determines that no permit amendment is required.

2. **Shoreline Access.** Public access to the beach will be maintained during the entire event. Although a temporary fence will be installed around approximately 23 acres of public beach on state tidelands, the public will be able to attend the professional volleyball competition for free. The 3,200-seat stadium will include 2,900 free seats and standing room for another 1,000 spectators free of charge. Paid admission of up to \$50 a day will be charged for 300 courtside seats. The only areas off limits to the general public are VIP boxes at the top of the stadium, sponsor and participant tents, and other private venues. Members of the public will be able to walk through the site to get to the shoreline and beach closest to the water. Lateral access along the shoreline will not be impeded by the event (**Exhibit 2**).
3. **Bicycle/Pedestrian Route.** The temporary event facilities (i.e. stadium, tents, fencing, truss bridge, etc.) shall be sited so as not to interfere with the public's use of the east-west regional bicycle and pedestrian route that crosses the Downtown Shoreline area (connecting the Los Angeles River Bike Trail to the Beach Bike Path). If temporary closure of the bicycle and pedestrian path is necessary during installation or tear-down of equipment, a 5-minute interruption of traffic on the pedestrian and bicycle route is authorized with a flagman or woman to stop bicycle and pedestrian traffic. A free valet bicycle parking program will be in operation next to the event site from 8 am to 6 pm on Friday, Saturday, and Sunday, July 25 to 27, 2014.
4. **Parking Management Plan.** The permittees shall implement the proposed Parking Management Plan in cooperation with the City of Long Beach and Long Beach Transit. Changeable message signs shall direct event attendees to appropriate parking facilities (**Exhibit 5**).

5. **Water Quality.** By acceptance of the permit, the permittees agree to remove and legally dispose of all trash, waste, oil, grease, and other materials that may be deposited within the event area incidental to public use of the Marina Green Park, the beach, and adjacent parking facilities. The permittees shall implement a program to collect and recycle beverage containers.

## **IV. FINDINGS AND DECLARATIONS**

### **A. PROJECT DESCRIPTION AND BACKGROUND**

The proposed project is the 2014 World Series of Beach Volleyball, a professional beach volleyball competition, which will take place Tuesday, July 22 through Sunday, July 27, 2014 on Alamitos Beach in downtown Long Beach (**Exhibits 1-2**). For the second year, organizers of the event plan to construct a temporary multi-level stadium with a maximum height of 40 feet on the public beach close to the ocean. The stadium will include 300 courtside seats with a paid ticket charge of up to \$50 a day. Above the courtside seats, 2,900 grandstand seats will be provided free to the public. Standing room for another 1,000 spectators will be provided at no charge (**Exhibits 3, 7-8**). VIP areas at the top of the stadium and hospitality tents on the site will be available only to paid ticket holders. Subject to state approval, alcoholic beverages will be sold in secured areas accessible only to adults 21 years and older.

Because the proposed event area is located on state tidelands, it falls within the Commission's area of original jurisdiction and the applicants must obtain a coastal development permit from the Commission. Commission staff issued a coastal permit exemption (5-13-066-X) for the World Series of Beach Volleyball competition held at the same location last year. A permit is required for this year's event because it involves erection of a fence on the public beach.

The Downtown Shoreline area of Long Beach, where the proposed event is located, is a popular coastal recreation area that provides the public with excellent coastal access opportunities and many different types of free and lower cost recreational activities. Throughout the year, visitors to the Downtown Shoreline area can take advantage of sailing and boating opportunities, use the coastal bicycle and pedestrian path, go fishing, sightsee, visit coastal parks and the public beach, or shop at Shoreline Village and The Pike. Many of these activities are free or lower cost visitor and recreational opportunities protected by Section 30213 of the Coastal Act.

To provide increased security, organizers plan to install temporary fencing around approximately 23 acres of public beach during the event. Installation of the temporary improvements necessary to hold the event will begin Monday, July 14. The fence surrounding the site will be installed Friday, July 18. Tear down of those improvements and clean-up of the site shall begin after the event closes on Sunday, July 27 and must conclude no later than the close of business Friday, August 1.

The City of Long Beach Office of Special Events, a co-applicant for this Coastal Development Permit, supports the use of the beachfront for the volleyball competition. Organizers say members of the public, who wish to pass through the site, to access the beach nearest to the water will be able to do so. The fencing shall be installed on the beachfront at least 50 feet inland of the mean high tide line.

Organizers will establish an Information Booth at the front entrance to educate volleyball fans and the beach-goers that the event is free to the public. A “Free General Admission” sign will also be placed on the fence line at the main entrance.

Television coverage is expected during the final days of the competition. Parking for TV production trucks will be provided in a designated area between the beach and Shoreline Drive. An aluminum box truss bridge will be built to carry television camera cables across the beachfront bicycle trail, which runs inland of the event site. The Marina Green, east of Linden Avenue, will be reserved for VIP, staff, and volunteer parking (**Exhibit 4**).

The City of Long Beach will use changeable message signs to direct volleyball fans to parking lots and garages in the vicinity. Metered parking at the marina will be reserved for beach-goers, boat owners, and restaurant guests. A parking plan, submitted by the applicants, calls for volleyball fans to use parking lots at the Long Beach Arena and Convention Center on weekdays, but not on Saturday and Sunday, July 26 and 27, when another event is scheduled to use that parking. Volleyball fans will be directed to the Long Beach Pike parking structure and other public and private lots in the downtown area. Parking rates will be \$10 a day with validation. Long Beach Transit will provide bus transportation from the Pike garage to the vicinity of the volleyball event (**Exhibit 5**). Other parking for the Aquarium of the Pacific, nearby restaurants, hotels, and retail shops will be maintained.

To reduce vehicle traffic and encourage volleyball fans to ride bicycles to the event, organizers will provide a free valet parking lot for bicycles on the busiest days of the event. The bike valet, operated by Pedal Movement, a Long Beach company, will be open from 8 am to 6 pm on Friday, Saturday, and Sunday, July 25 to 27, 2014. Pedal Movement staff members will run the valet operation, which will be located in two tents near the event and next to the City’s beachfront bike trail. Cyclists do not have to bring their own bike locks. Pedal Movement staff members will lock all bicycles that are checked in at the valet parking area. Each bicycle will also receive a complimentary 15-minute Safety Check. Details of the bicycle parking will be promoted on the event website as an alternative transportation option (**Exhibit 6**).

Organizers also plan to have a live music performance following completion of volleyball competition about 6:30 p.m. on Friday, July 25. The live music performance on the stage inside the stadium will be free to the public. Paid ticket holders will be able to use the reserved courtside seats. Concession stands will remain open during the musical performance, including those selling alcoholic beverages. No lights will be needed for the musical performance.

The stadium will be surrounded on three sides by other beach volleyball courts open to the public. Four and six-person co-ed or same gender players may register to compete in amateur competitions. Event organizers propose to charge a \$250 registration fee for four-person amateur competition and \$500 for six person competitions. A \$300 charge is proposed for finals competition on the stadium court on Sunday, July 27. Other existing courts may be used at no charge. A volleyball clinic will be provided.

Organizers of the event plan to sell alcoholic beverages in designated areas of the site. Only adults 21 years of age or older will be allowed into those areas. The City of Long Beach has already approved the sale of alcohol. The California Department of Alcohol Beverage Control still must issue a license for the sale to take place. The applicants have agreed to establish a recycling program.

For management of the waste that will be generated by the proposed event, the applicants have contracted with waste management companies to dispose of trash and to provide and maintain approximately 13 portable toilets for the proposed event. The sanitary waste will be removed from holding tanks using a vacuum truck and disposed of into the City's sanitary sewer system for treatment. Power for the television trucks, operational trailers, and other facilities at the event site will be provided by generators. The area where fuel for the generators is stored should be surrounded by a double layer of sand or gravel bags to contain any fuel that is spilled. Absorbent spill clean-up materials should be on hand in the event of a fuel spill.

## **B. PUBLIC ACCESS AND RECREATION**

As conditioned, the proposed development will not have any new adverse impact on public access to the coast or to nearby recreational facilities, and it will not interfere with public recreational use of coastal resources. The proposed development, as conditioned, protects coastal areas suited for recreational activities. Therefore, the Commission finds that the proposed development, as conditioned, is in conformity with Coastal Act Sections 30210 through 30214, Coastal Act Sections 30220 through 30224, and Section 30252 of the Coastal Act regarding public access and the promotion of public recreational opportunities.

## **C. MARINE RESOURCES AND WATER QUALITY**

The proposed event will be occurring in a location where there is a potential for a discharge of polluted runoff from the site into coastal waters. The spilling of fuel, debris, or waste onto the beach or in a location where it could be carried into coastal waters would result in an adverse effect on the marine environment. In order to reduce the potential for adverse impacts on water quality, the Commission imposes a special condition requiring the appropriate storage and handling of fuel, waste, oil, grease and other materials. In addition, the streets shall be swept after the event and all street sweeping waste shall be disposed of at an authorized landfill. As conditioned, the Commission finds that the development conforms with Sections 30230 and 30231 of the Coastal Act.

## **D. DEVELOPMENT**

The development is located within an existing developed area and, as conditioned, will be compatible with the character and scale of the surrounding area, has been designed to assure structural integrity, and will avoid cumulative adverse impacts on public access. Therefore, the Commission finds that the development, as conditioned, conforms to Sections 30250, 30251, 30252, 30253 and the public access provisions of the Coastal Act.

## **E. ENVIRONMENTALLY SENSITIVE HABITAT AREAS (ESHA)**

As conditioned, the development will not result in significant degradation of adjacent habitat, recreation areas, or parks and is compatible with the continuance of those habitat, recreation, or park areas. Therefore, the Commission finds that the project, as conditioned, conforms with Section 30240(b) of the Coastal Act.

## **F. LOCAL COASTAL PROGRAM (LCP)**

A coastal development permit is required from the Commission for the proposed development because it is located on state tidelands within the Commission's area of original jurisdiction. The Commission's standard of review for the proposed development is the Chapter 3 policies of the Coastal Act. The City of Long Beach certified LCP is advisory in nature and may provide guidance. The Commission certified the City of Long Beach LCP on July 22, 1980. As conditioned, the proposed development is consistent with Chapter 3 of the Coastal Act and with the certified LCP for the area.

## **G. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)**

Section 13096 of the California Code of Regulations requires Commission approval of a coastal development permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

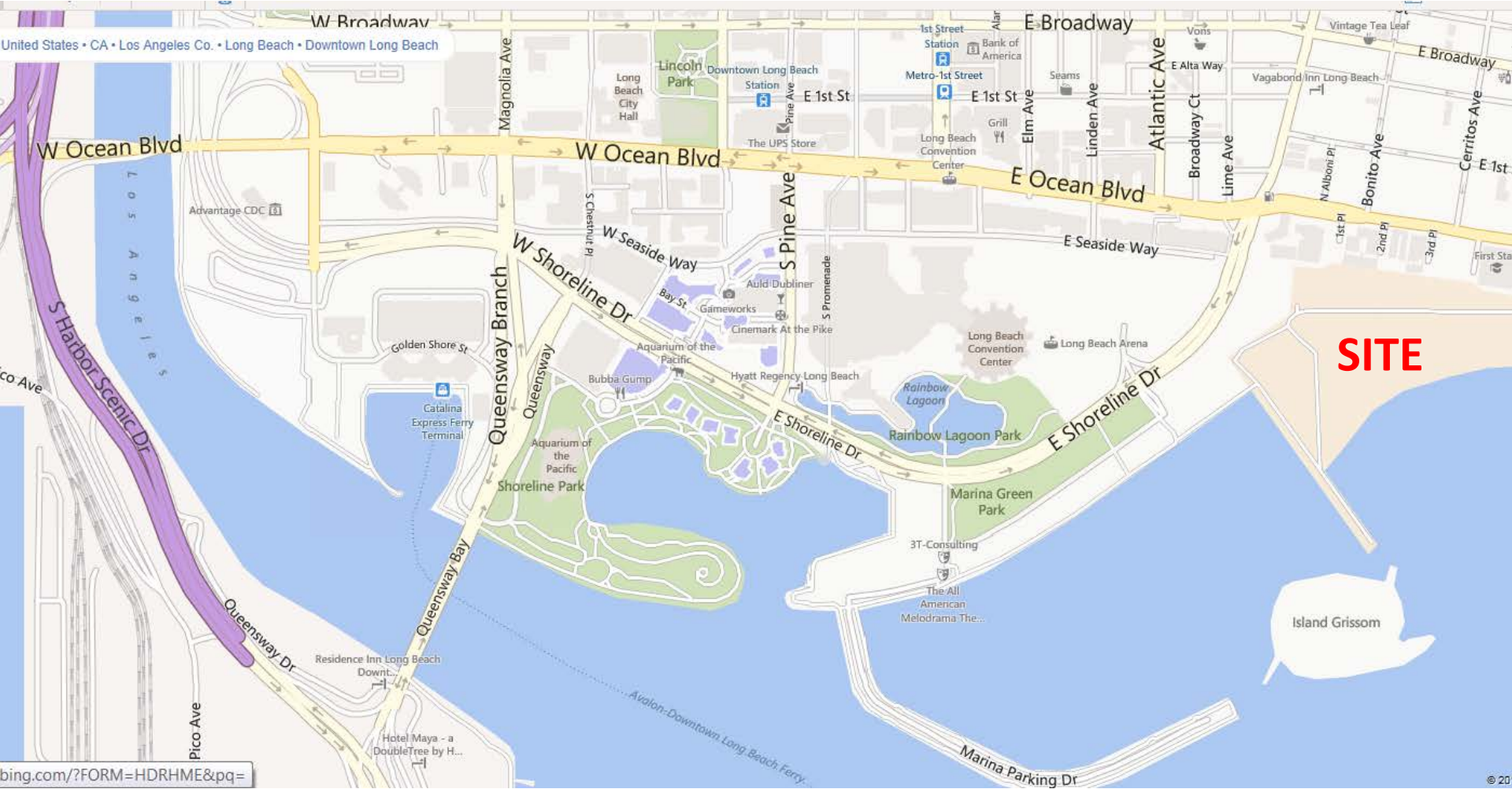
The City of Long Beach, the lead agency for CEQA, has determined that the proposed event is categorically exempt from CEQA (Categorical Exemption CE-13-116, dated December 5, 2013). The City made a finding that the professional beach volleyball event with amateur competition and music as ancillary events results in a “minor temporary change to land use.”

The proposed project has been conditioned in order to be found consistent with the Chapter 3 policies of the Coastal Act. As conditioned, there are no feasible alternatives or additional feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment. Therefore, the Commission finds that the proposed project, as conditioned to mitigate the identified impacts, is the least environmentally damaging feasible alternative and complies with the applicable requirements of the Coastal Act to conform to CEQA.

## **Appendix A - Substantive File Documents**

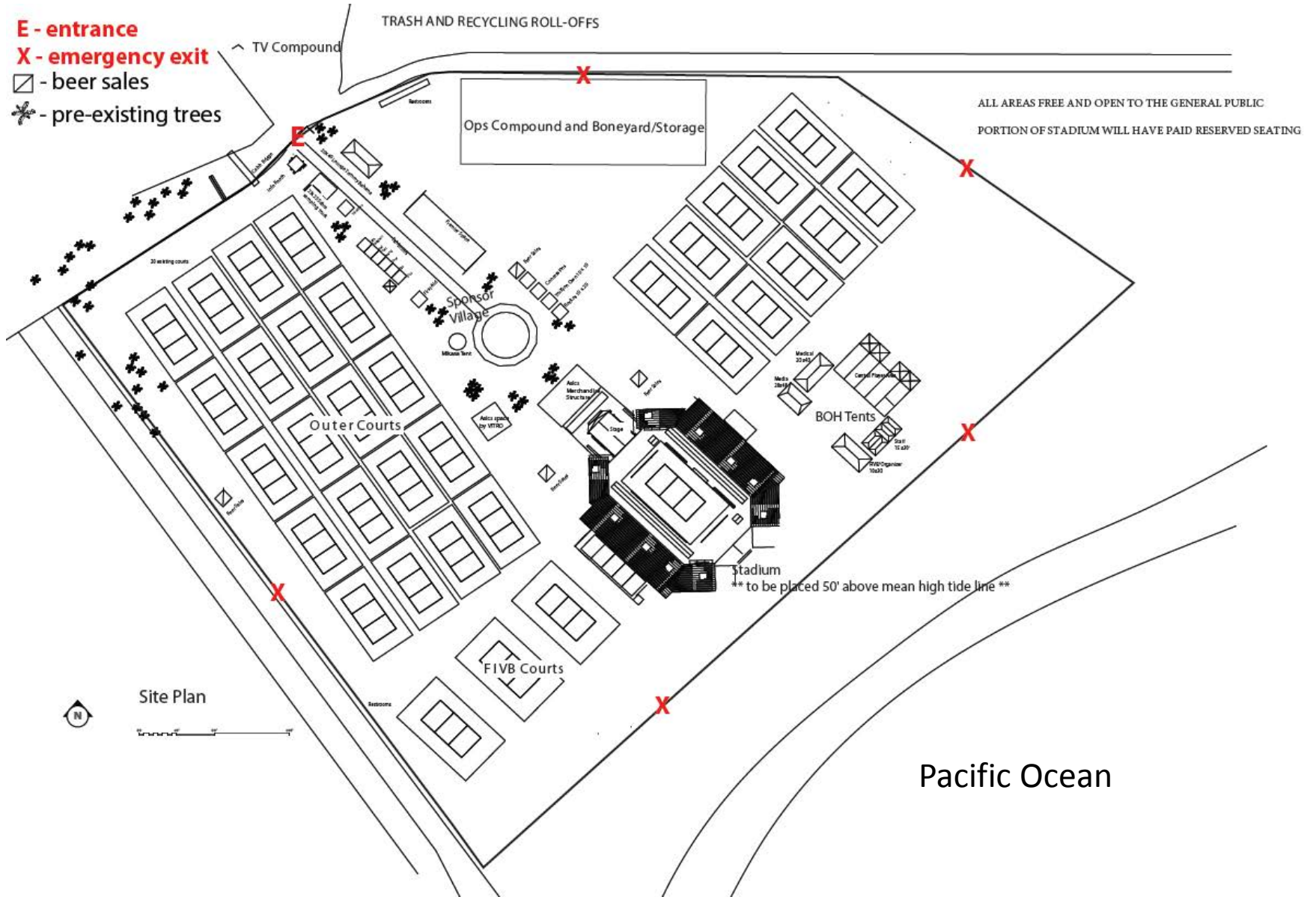
1. Coastal Development Permit Application 5-14-0247
2. World Series of Beach Volleyball Ticketing Plan
3. World Series of Beach Volleyball 2014 Parking Plan
4. World Series of Beach Volleyball Bike Valet Plan
5. World Series of Beach Volleyball Live Music Plan

# World Series of Beach Volleyball CDP 5-14-0247 Exhibit 1

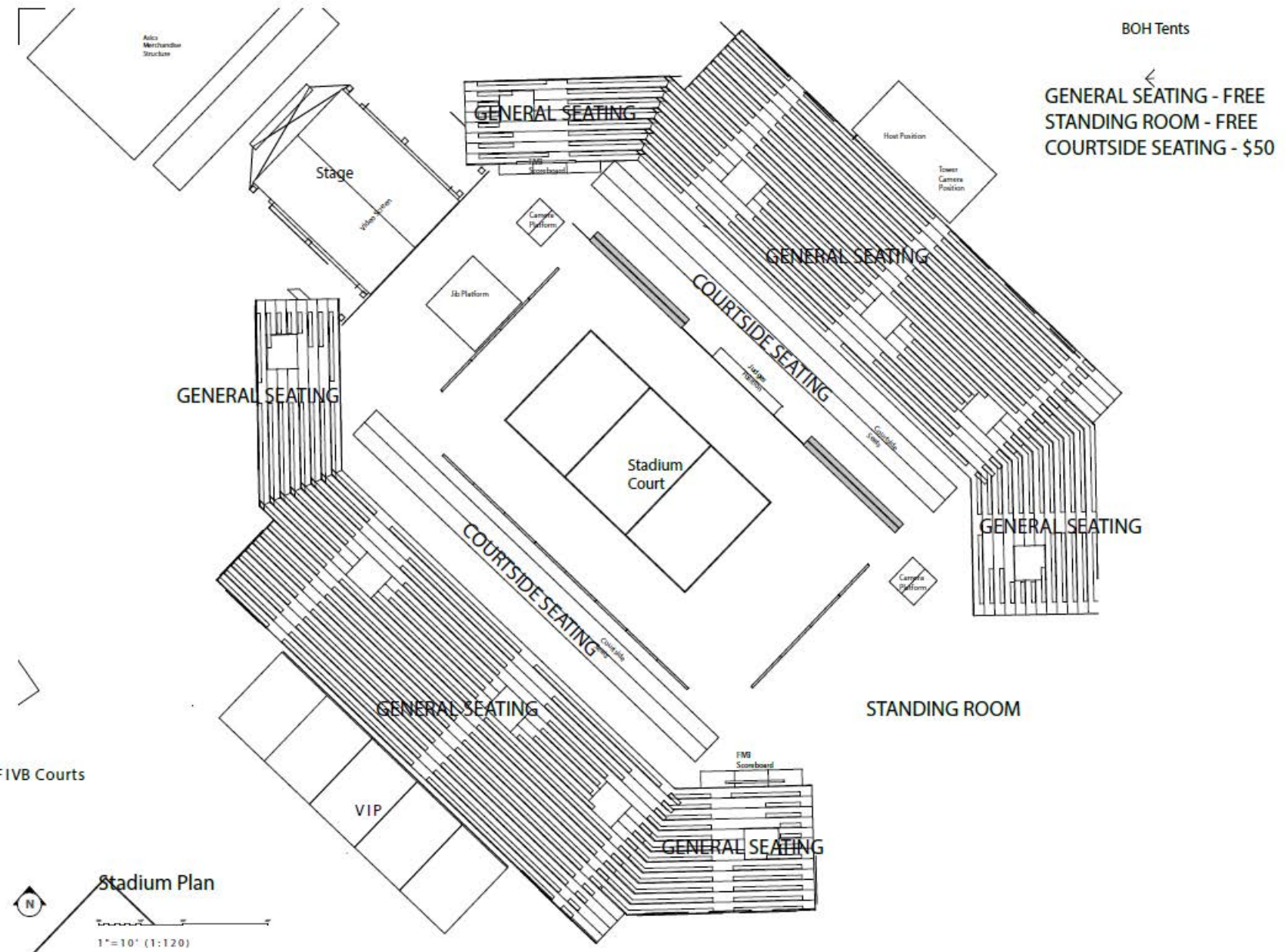




# World Series of Beach Volleyball/Site Plan CDP 5-14-0247 Exhibit 2



# World Series of Beach Volleyball/Stadium Plan CDP 5-14-0247 Exhibit 3



***murphy***  
 2033 Ingle Ave, Ste C5  
 Newport Beach, CA 92660  
 Office: 714-473-3886 or 7  
 Fax: 714-473-3896

The design and construction of this stadium is the responsibility of Murphy Productions, Inc.  
 The development of this stadium is the responsibility of Murphy Productions, Inc.

These are not engineering drawings. Reproduction and/or distribution is prohibited without the written consent of Murphy Productions, Inc.



WORLD SERIES  
 BEACH VOLLEYBALL  
 SHORELINE DR  
 LONG BEACH, CA 90802E

Issue/Revisions
1
2
5
7
8
9
10
11
12 Revise plan per DK Notes

Date: 4/17/2013  
 MP Project no.: 00013  
 Drawn by: JBC

Site Plan

A-109

# World Series of Beach Volleyball/Special Parking CDP 5-14-0247 Exhibit 4





## World Series of Beach Volleyball 2014 Parking Plan

As part of our execution, please review this summary below as our formal parking plan for the dates of our event (World Series of Beach Volleyball) from Wednesday July 22<sup>nd</sup> to Sunday July 27<sup>th</sup> in and around Marina Green and the Beach in Downtown Long Beach off of Shoreline Dr. East of Linden.

- We confirmed with SMG, who controls the Convention Center parking; our visitors will have access to the lot during the week, but will not be available the Saturday and Sunday of our event
- Although we cannot control where our guests decide to park, they will be directed to park in one of our recommended parking garages that we've secured with the respective management companies
- Accordingly, we are not accessing the general parking for our event adjacent to Marina Green and it will be open to operate on a day-to-day basis with no parking rate changes
- WSBV spectators will have access to the parking garages listed above and will be pursuant to their normal parking pricing/fees as listed below:
  1. Long Beach Pike (Pike Garage), \$10 for daily max
  2. ABM Operated garages (401 E. Ocean, 180 E. Ocean, 111 W. Ocean), M-F \$10 max and \$10 flat fee for weekend
  3. Parking Company of America (Westin Hotel-333 E. Ocean), M-F up to \$18 daily max and \$20 flat fee for weekend
  4. Standard Parking (surface lot at 110 W. Ocean, Garage at Broadway and Pine), M-Su \$10
  5. Parking lot adjacent to the Convention Center, Tues-Friday, \$10 daily max

**Bike Valets/Racks** – we are looking into a Bike Valet system that would be located near our event site. We will also promote the existing bike rack stations located adjacent to our event site as an alternative means of transportation.

**Shuttle Service** – All of our designated parking garages are within walking distance of our event site. However, we have made arrangements with the City of Long Beach to increase the volume of shuttle pick-ups during the weekend of our event to and from the Pike parking garage. This service will be provided to all visitors for free.

# World Series of Beach Volleyball/Parking Plan

CDP 5-14-0247  
Exhibit 5 – Page 2



Please view the map attached as all public parking lots as well as the bike rack station have been indicated including our specific garages designated for World Series of Beach Volleyball Event

The chart below outlines parking that we've confirmed with Pike, Standard Parking, and ABM Parking for the entirety of our World Series of Beach Volleyball Event for our visitors.

Map Key	Garage Location	Management Company	Wed 7/23	Thur 7/24	Fri 7/25	Sat 7/26	Sun 7/27
<b>A</b>	Pike Garage	Long Beach Pike Brent Gonzalez	1000	1000	1000	500	500
<b>B</b>	Surface Lot (near 110 Ocean)	Standard Parking Louis Flokas	200	200	200	200	200
<b>C</b>	Garage (Broadway and Pine)	Standard Parking Louis Flokas	120	120	120	120	120
<b>D</b>	Westin (333 E. Ocean, Ocean and Long Beach Blvd)	Parking Company of Amer David Thompson	100	100	100	500	500
<b>E</b>	401 E. Ocean (Ocean and Elm)	ABM Parking Nelson Rincon/Susan Kim	0	0	0	250	250
<b>F</b>	180 E. Ocean (Pine and Seaside)	ABM Parking Nelson Rincon/Susan Kim	0	0	0	200	200
<b>G</b>	111 W. Ocean (Pine and 1st St.)	ABM Parking Nelson Rincon/Susan Kim	0	0	0	1000	1000
<b>H</b>	Convention Center Lot	SMG Tom Marcoux				0	0
	<b>Total parking available / day</b>	<b>* not including overflow lots</b>	<b>1420</b>	<b>1420</b>	<b>1420</b>	<b>2770</b>	<b>2770</b>

# World Series of Beach Volleyball/Parking Plan

CDP 5-14-0247  
Exhibit 5 – Page 3



# World Series of Beach Volleyball/Bike Valet Parking

CDP 5-14-0247  
Exhibit 6



## Bike Valet Plan

Our plan is to partner with a local Long Beach company, Pedal Movement, to create a bike valet at our event. The bike valet details will be promoted through our website (WSOBV.com) as an alternative transportation option for our fans attending the event.

### Bike Valet Details:

- Open from 8:00am to 6:00pm on Friday July 25<sup>th</sup>, Saturday July 26<sup>th</sup> and Sunday July 27<sup>th</sup>
- Four Pedal Movement staff members will man the valet throughout the event
- The valet consists of two tents, three repair stands and three valets to hang bikes without kickstands
- Pedal Movement will also provide and lock all bikes that are checked into the valet, patrons do not need to bring their own bike locks
- Each bike will also receive a complimentary 15 minute "Safety Check"



# World Series of Beach Volleyball/2013 Competition

CDP 5-14-0247

Exhibit 7





# World Series of Beach Volleyball/2013 Competition CDP 5-14-0247

Exhibit 8

