

CALIFORNIA COASTAL COMMISSION

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Staff: John T. Auyong  
Staff Report: May 21, 1998  
Hearing Date: June 8-11, 1998  
Commission Action:



STAFF REPORT: REGULAR CALENDAR

APPLICATION NO.: 5-98-158  
APPLICANT: Association of Volleyball Professionals  
PROJECT LOCATION: On the beach and in the 8th Street public parking lot north of the municipal pier, City of Seal Beach, County of Orange

PROJECT DESCRIPTION: A three day professional beach volleyball tournament from Friday, July 10, 1998 through Sunday, July 12, 1998. Set-up will commence on Monday, July 6, 1998 and tear down will end on Tuesday, July 14, 1998. There will be 3,500 seats on stadium court, of which 2,633 are free bleacher seats and 867 (25%) are paid admission seating, and an additional 500 free admission bleacher seats in the outer court area for a total of 4,000 seats. There will be six volleyball courts; the 181'x183' primary stadium court and a 290'x110' outer court area containing five 50'x90' volleyball courts. The development will be 75 feet landward of the water's edge. A 100'x100' sponsor mall area will be located adjacent to the main stadium court and contain four inflatable balloon-type sponsor materials ranging in height from 15 to 30 feet. Snow fencing will be limited to four feet in height around the backstage area. Six foot high snow fencing around the back of the bleachers will be used to prevent people from going under the bleachers. The proposed event will remove from use by the general public approximately 115 parking spaces in the Eighth Street public parking lot, but will be supplemented by free remote parking and free shuttle service. The event will cover 1.8 acres of sandy beach.

LOCAL APPROVALS RECEIVED: City of Seal Beach Approval-in-Concept  
SUBSTANTIVE FILE DOCUMENTS: Coastal development permit 5-97-062 (Association of Volleyball Professionals)

SUMMARY OF STAFF RECOMMENDATION:

The primary issue regarding this project is the potential for adverse effects on public access and public recreation due to the temporary exclusion of the general public from use of a portion of public beach area and loss of public beach parking spaces. Staff is recommending approval of the project with special conditions for: 1) a parking/traffic management plan requiring the provision of; a) remote parking, b) free shuttle service from the remote parking to the event area, c) signage to direct people to the remote parking, d) media advertising of the remote parking and free shuttle, e) interim traffic control, and f) monitoring; 2) maintaining public access, and 3) removal of temporary improvements.

The special conditions are based on the special conditions of approval as indicated in coastal development permit 5-97-062 for a volleyball tournament the applicant held in Hermosa Beach in July 1997. (see Exhibit D) The applicant agreed to the conditions in permit 5-97-062 but it is not known if the applicant is in agreement with the conditions of this permit 5-98-158.

STAFF RECOMMENDATION:

The staff recommends that the Commission adopt the following resolution:

I. APPROVAL WITH CONDITIONS.

The Commission hereby grants a permit, subject to the conditions below, for the proposed development on the grounds that the development, located between the nearest public roadway and the shoreline, will be in conformity with the provisions of Chapter 3 of the California Coastal Act of 1976 including the public access and recreation policies of Chapter 3, 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, and will not have any significant adverse effects on the environment within the meaning of the California Environmental Quality Act.

II. 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 this permit is reported to the Commission. 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. Compliance. All development must occur in strict compliance with the proposal as set forth in the application for permit, subject to any special conditions set forth below. Any deviation from the approved plans must be reviewed and approved by the staff and may require Commission approval.
4. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
5. Inspections. The Commission staff shall be allowed to inspect the site and the project during its development, subject to 24-hour advance notice.
6. 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.

7. 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.

1. Parking/Traffic Management Plan. PRIOR TO THE ISSUANCE OF THE COASTAL DEVELOPMENT PERMIT AND PRIOR TO JUNE 25, 1998, the applicant shall submit a written Parking/Traffic Management Plan, for the review and approval of the Executive Director. The approved plan shall be implemented by the applicant and shall include the following components:
- a) Remote parking. The applicant shall provide a written valid lease or written licensing agreement for use of remote parking lots to provide replacement on a one-to-one basis and additional parking to meet the increased demands generated by the proposed event. The remote parking spaces shall be available for use by all members of the general public on Saturday and Sunday (July 11-12, 1998) between the hours of 7:00 a.m. and 7:00 p.m. each day. Except for parking spaces in the Eighth Street public parking lot, no publicly owned parking spaces in the City of Seal Beach coastal zone, whether on-street or in public municipal parking lots, shall be used for remote parking. Remote parking shall be provided as follows:
- 1) Replacement Parking. The applicant shall confirm in writing the exact number of public parking spaces, up to a maximum of 115, within the 8th Street pier public parking lot to be reserved for event and vendor use. The applicant shall submit revised plans which depict the exact number of spaces. Remote parking to replace lost pier parking shall be provided on a one-to-one basis for no fewer than the exact number of public parking spaces to be reserved for event and vendor use. The applicant shall implement and comply with the approved plans.
- 2) Additional Parking to Meet Increased Demand. The applicant shall provide a minimum 584 parking spaces, in addition to the replacement parking described in subsection 1) above, to accommodate the increased parking demand generated by event-goers.
- b) Shuttle Service. The applicant shall be responsible for the provision of a free shuttle service in order to provide free public transportation between the remote parking lots and the event area/Seal Beach Pier. The applicant shall submit a valid written agreement with a licensed shuttle operator and a map of the shuttle route. The shuttle routes and operating schedule shall provide shuttle service as follows: shuttle service shall run continuously to provide free public beach transportation between the event area/Seal Beach Pier and the remote parking lots on Saturday and

Sunday (July 11-12, 1998) between the hours of 7:00 a.m. and 7:00 p.m.. The "headway" time between shuttle service pick-ups shall be not more than fifteen (15) minutes. The free shuttle service shall be available for the general public, whether the riders are attending the event or not.

- c) Signage. The plan shall include conspicuously posted, easily read, on-street informational signs and banners to direct event-goers to the remote free parking areas and free shuttle stops. The signs and banners shall also inform the public of the availability of a free bus shuttle for both event customers and the general public. No fewer than ten (10) informational signs shall be placed along major thoroughfares within and leading to the City of Seal Beach; e.g.,

1) in the City of Seal Beach at,

- A) southbound Seal Beach Boulevard at Westminster Avenue,
- B) westbound Westminster Avenue at Seal Beach Boulevard, and
- C) northbound Pacific Coast Highway between the bridge over the Navy railroad tracks and the Seal Beach Boulevard intersection;

and,

2) in the City of Long Beach at,

- A) eastbound Second Street at Marina Drive
- B) southbound Pacific Coast Highway at Marina Pacifica, and
- C) southbound Studebaker at Loynes Drive.

The signs shall be; 1) located separate from other signs not related to the event, 2) no smaller than two feet by three feet (2'x3'), and 3) posted six feet (6') high above ground; so as to be easily read. The applicant shall submit signage plans depicting the locations, materials, text, and dimensions of the signs for the review and approval of the Executive Director.

- d) Advertising of the Remote Parking and Shuttle in the Media. In conjunction with its general advertising of the event in various media, the applicant shall include in the advertisements specific information regarding the location of the free remote parking and the availability of the free shuttle service. At a minimum, the applicant shall advertise the free remote parking and free shuttle service in radio and newspaper media a minimum of two weeks before the event, including advertising over the Fourth of July weekend, as follows:

- 1) Radio. The applicant shall provide no fewer than eight radio announcements within the Los Angeles County and Orange County radio market informing the public of the availability of the free remote parking and free shuttle service. These radio

stations shall represent all diverse ethnic and cultural Southern California radio markets and shall include non-English language, youth, talk-radio, and country music stations as well as news and sports stations.

- 2) Newspapers. The applicant shall provide a minimum quarter page advertisement in the sports sections of major daily newspapers and local newspapers, including the Los Angeles Times, Los Angeles Times-Orange County Edition, Orange County Register, Long Beach Press-Telegram, Daily Breeze, Seal Beach Sun, Grunion Gazette, and Huntington Beach Independent, informing the public of the availability and location of the remote parking and free shuttle service.
  
- e) Interim Traffic Control. Interim traffic control shall be provided in areas of the City of Seal Beach as deemed necessary by the City of Seal Beach Police Department to ensure safety and to avoid lack of traffic circulation and potential gridlock at the streets leading to the event site, particularly Main Street and Ocean Avenue. The traffic control plan coupled with the signage plan described in subsection c) above shall direct traffic to the remote lots described in subsection a) above to avoid significant traffic congestion on streets surrounding the event site to the maximum extent feasible.
  
- f) Remote Parking and Monitoring. The parking/traffic management plan shall include provisions for monitoring and evaluating the effectiveness of the approved plan. The monitoring must document; 1) the adequacy of remote parking by identifying the percentage of lots, or number of spaces, occupied during the time of highest attendance each day, 2) the condition of traffic flow along Ocean Avenue, Main Street, Marina Drive, Pacific Coast Highway, and Seal Beach Boulevard in the vicinity of the event and the likely shuttle route (i.e., free-flowing but slow, congested, gridlock, etc.), and 3) the effectiveness of signage, traffic officers, etc., based on the applicant's observations and feedback from the public and City of Seal Beach. Following the event, the monitoring program shall be summarized in a written report prepared by a licensed professional traffic engineer which shall be submitted to the Executive Director on or before August 31, 1998. The report shall identify any problems that occurred and make recommendations for improvements in the future. The report shall be retained in the permit file and used in the review of future permit applications for the AVP volleyball tournament or similar events.

The permittee shall undertake the development in accordance with the approved parking/traffic program. Any significant changes to the approved plan shall be reported to the Executive Director. No change to the approved plan shall occur without a Coastal Commission-approved amendment to this permit unless the Executive Director determines that no such amendment is required. The applicant shall provide the required remote

parking spaces, free shuttle service, and signage/advertising as approved by the Executive Director.

2. Maintaining Pedestrian Access/Use of the Pier and Sandy Beach/Pier Parking.

- a) The event shall not interfere with the public's use of the Seal Beach municipal pier, sidewalks along Ocean Avenue, and the bike path south of the pier. These areas shall remain open and unobstructed at all times during the event and set-up and take-down. No fences, trucks, or other structures/equipment shall be placed on the pier, sidewalks, or bike path. The applicant shall monitor the pier, sidewalks, and bike path for any encroachments by event sponsors and vendors, and correct such encroachments.
- b) This coastal development permit only approves the use by the event of a maximum of 115 parking spaces in the Eighth Street Pier parking lot. The remaining 145 spaces shall be available to and accessible to the general public. The applicant shall submit final circulation plans which clearly demonstrate that access to the remaining 145 parking spaces and the spaces in the 10th Street pier parking lot is maintained. The event shall not interfere with the public's use of the Tenth Street parking lot which is accessed via the Eighth Street lot. The applicant shall monitor the parking lots in order to prevent any encroachments by event sponsors and vendors. Event equipment and structures shall not be placed on parking spaces not reserved for the event.
- c) The proposed event, and all associated development, shall not encroach any closer than seventy-five (75) feet to the highest high water mark while the event is underway.

3. Installation and Removal of Temporary Improvements. Installation of temporary improvements permitted herein shall not be commenced sooner than 7:00 a.m. on Monday, July 6, 1998. All temporary improvements permitted herein shall be removed in their entirety and the site restored to its pre-existing condition no later than 7:00 p.m. on Tuesday, July 14, 1998, unless the time is extended by the Executive Director at the request of the City for safety purposes or to schedule City maintenance.

IV. FINDINGS AND DECLARATIONS.

A. Project Description.

The applicant is proposing to hold a three day professional beach volleyball tournament from Friday, July 10, 1998 through Sunday, July 12, 1998, including 3,500 seats on stadium court, of which 2,633 are free general admission bleacher seats, and 867 (25%) are paid admission seating. There will be six volleyball courts; the 181'x183' primary stadium court and a 290'x110' outer court area containing five 50'x90' volleyball courts. (see Exhibit C) One court in the outer court area will have an additional 500 free admission bleacher seats running along one sideline of the court. Thus, there will be a total of 4,000 seats altogether.

The paid stadium court seating consists of reserved end zone and reserved sideline seating on folding chairs. End zone seating will cost eight dollars (\$8) on Friday, fifteen dollars (\$15) on Saturday, twenty dollars (\$20) on Sunday, thirty dollars (\$30) for a 2-day pass, and thirty-five dollars (\$35) for a 3-day pass. Sideline seating will cost ten dollars (\$10) on Friday, twenty dollars (\$20) on Saturday, twenty-five dollars (\$25) on Sunday, forty dollars (\$40) for a 2-day pass, and forty-five dollars (\$45) for a 3-day pass. Of the 2,633 free stadium court bleacher seats, five hundred (500) will be reserved for tournament sponsors, families of players, and other special guests. These seats will be located across the opposite end zone directly across from the end zone which has the scoreboard and announcer tower.

The development will be 75 feet landward of the water's edge. A 100'x100' sponsor mall area will be located adjacent to the main stadium court. Four inflatable balloon-type sponsor materials are proposed. The planned inflatables consist of; 1) a thirty foot (30') high Miller Lite/AVP Volleyball, 2) a twenty-five foot (25') high Sunkist Soda Can, 3) a fifteen foot (15') high Coppertone Sunscreen Bottle, and 4) a thirty foot (30') high Wilson Volleyball. The bases of the inflatables which are in contact with the ground are no wider than twelve feet.

Snow fencing will be limited to four feet in height around the 100'x50' backstage area containing the Player Tent, Food Tent, Medical Tent, and Media Tent. The staging area which consists of trucks and television production vehicles will be blocked off with yellow "Caution" tape. Six foot high snow fencing around the back of the bleachers will be used to prevent people from going under the bleachers.

Set-up will commence on Monday, July 6, 1998 and tear down will end on Tuesday, July 14, 1998. The proposed event will temporarily remove from use by the general public approximately 115 parking spaces in the Eighth Street public pier parking lot, but will be supplemented by free remote parking and free shuttle service. The event will also cover 1.8 acres of public sandy beach directly north of the Seal Beach municipal pier and seaward of the Eighth Street parking lot. (see Exhibit A)

B. Permit Required

The proposed volleyball tournament is not exempt from obtaining a coastal development permit pursuant to Section 30610(i) of the Coastal Act. If a proposed temporary event meets all three criteria contained in Section II. of the Guidelines adopted by the Commission on May 12, 1993 pursuant to Section 30610(i), then a permit is required. The proposed project meets all three criteria because it; 1) is being held between Memorial Day weekend and Labor Day, 2) it occupies a portion of a sandy beach area, and 3) it involves a charge for general public admission or seating where no fee is currently charged for use of the same area (except for currently charged parking fees).

Section II. of the Guidelines also provide criteria by which the Executive Director may exclude from permit requirements a temporary event which meets all three criteria. The proposed temporary event does not, however, meet

these additional provisions for exclusion from obtaining a permit because; 1) while the proposed event charges just under 25% admission, the event because of its scale and duration, including set-up and take-down, may adversely impact public access to the beach, 2) the event would not be held on sandy beach in a remote location--in fact, the event would be held in the most popular area of the beach, 3) the event is not less than one day in duration, and 4) the event has not previously received a coastal development permit.

The Executive Director did exempt the 1997 ESPN "B3" Bikes - Blades & Boards Jam special event which was held in the same basic area as the proposed event over the Labor Day Weekend of 1997. However, this specific event was exempted because there was no paid admission whatsoever.

C. Public Access and Recreation.

Section 30210 of the Coastal Act states:

In carrying out the requirement of Section 4 of Article X of the California Constitution, maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.

Section 30213 of the Coastal Act states, in relevant part:

Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.

Section 30220 of the Coastal Act states:

Coastal areas suited for water-oriented recreational activities that cannot readily be provided at inland water areas shall be protected for such uses.

Section 30221 of the Coastal Act states:

oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public or commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.

Section 30223 of the Coastal Act states:

Upland areas necessary to support coastal recreational uses shall be reserved for such uses, where feasible.

Section 30252 of the Coastal Act states, in relevant part:

The location and amount of new development should maintain and enhance public access to the coast by . . . (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation . . .

The proposed development involves placement of temporary structures on 1.8 acres of a heavily used section of public beach. The proposed development also involves the placement of temporary structures on an estimated one hundred fifteen (115) parking spaces in the heavily used Eighth Street public parking lot. These areas are adjacent to the Seal Beach municipal pier at the foot of Main Street. The pier is one of the City's top visitor-serving attractions. Main Street is the City of Seal Beach's primary visitor-serving commercial street. The proposed event would occur during the middle of summer, the weekend after the Fourth of July weekend. Set-up is proposed to commence on Monday, July 6, 1998, and take-down is proposed to end on Tuesday, July 14, 1998. Thus, the event would prevent use of a 1.8 acre portion of the beach and 115 parking spaces in the Eighth Street parking lot for over one week.

Although the proposed event will not physically block access to the pier or water, it will impact the public's ability to access and use the coast by increasing the demand for public parking while reducing the supply of available public parking, and by restricting the use of a portion of the sandy beach and public parking spaces to a specific group of people attending and participating in the event.

The crowds generated by the proposed event, in association with the event's reserved use of public parking areas, will negatively affect beach goers' ability to find a parking space near the beach. The Commission has consistently found that a direct relationship exists between the provision of adequate parking and availability of public access to the coast. Section 30252(4) of the Coastal Act specifically requires the provision of adequate parking in order to maintain access to the coast.

Temporary events, such as that proposed, attract thousands of people to already crowded beach areas during the summer. However, such events rarely provide any additional parking for attendees. Some, as in the case of the proposed event, actually reduce available parking. The additional visitors drawn by special events and the reduced parking can overburden limited beach parking supplies. When large events draw thousands of additional people to one already crowded beach area, there simply is not enough public parking available to accommodate all of the people. Many beach goers who cannot find parking may be prevented from using the beach during a large event.

Most of the urbanized coastline in Los Angeles and Orange Counties is within small cities. In many, like Seal Beach, the beach is publicly owned and access is limited by the transportation system, which for most people in Southern California means the automobile. Many of these small cities, including Seal Beach, were subdivided in the time of street-car railways and

have inadequate provisions for cars. The Electric Avenue greenbelt two blocks inland of the subject site is in fact the abandoned street-car right-of way. The inadequate provisions for cars includes narrow streets and very little off-street parking for commercial uses. Main Street and Ocean Avenue, which intersect at the foot of the pier, are only one lane in each direction.

Additionally, historic downtown subdivisions like Main Street and past development practices have restricted adequate provision of off-street private parking spaces. The provision of inadequate on-site parking for commercial uses on Main Street has been a continuing problem. This has resulted in a shortage of parking due to competing peak hour and seasonal parking demands of beach goers, customers of commercial establishments, and the surrounding residential uses which range from medium to high density. Further exacerbating the lack of on-street and public parking is the City's imposition back in 1976 of restricted parking on one side of the streets near the beach. The Commission has approved several methods which applicants have proposed to mitigate the problem, from leasing off-site parking to the installation of car lifts.

The estimated 115 pier parking lot spaces (out of a total 467 spaces; 260 in the subject 8th Street pier parking lot and 207 in the adjacent 10th Street pier parking lot) proposed to be reserved for the exclusive use of the AVP operations staff and sponsors normally provide public parking for beach goers. The public parking areas provide the public with coastal access and lower cost recreational opportunities which must be protected.

Traffic congestion also limits access to the coast. As stated above, automobile transportation is the primary means of accessing the coast. In Seal Beach, there are only three major routes into the Old Town area of the City in which the subject site is located; Pacific Coast Highway (State Route One) from the northwest and southeast, and Seal Beach Boulevard which leads north to the Interstate 405 San Diego Freeway. Both roads are heavily-travelled arterials with two lanes of traffic in each direction. Marina Drive provides a minor connection to the City of Long Beach to the west. The sheer number of spectators drawn to the event, along with the normal high summer weekend traffic, will lead to near gridlock conditions on the local roads, not only in Seal Beach but in adjacent locales.

The traffic problems are made worse when all of the available parking is used and people are unable to find a space to park and thus circle the area, overburdening side streets as well. Spectators walking to the event combined with the normal pedestrian shopping activity on Main Street further clog streets as cars have to wait for people to cross the street, since many intersections in Old Town Seal Beach, except along Ocean Avenue and Pacific Coast Highway, do not have traffic signals.

In order to provide additional parking facilities for event visitors and beach goers and to mitigate the adverse effects of the proposed event on general public access to the shoreline, the applicant is proposing to provide remote parking at the Boeing Corporation (formerly Rockwell International) facilities approximately 1 1/2 half miles inland from the site, adjacent to the coastal

zone boundary. The applicant appears to have used this site in the past for previous remote parking. (see Exhibit B) The applicant indicates that the final agreement with Boeing for use of remote parking will not be finalized until about two weeks prior to the start of the event.

The Commission finds that in order to mitigate the impacts on public beach parking, the applicant, at a minimum, must replace all public beach parking spaces that are removed from public use for the exclusive use by the proposed event. Replacement means the provision of alternate non-public parking spaces at a one-to-one ratio. The replacement parking spaces must be available for use by the general public and event spectators. Existing public parking in the coastal zone may not be used as replacement parking because they already provide public access opportunities. The applicant must also provide revised plans confirming the use of no more than 115 public parking spaces in the Eighth Street pier parking lot, to be temporarily displaced by the event.

In addition to replacement parking, to further mitigate adverse effects on public access due to the temporary loss of public beach parking, the applicant must also provide remote parking to meet some of the demands generated by the proposed event itself; i.e., spectators who are coming to the beach primarily to see the event and who would not have otherwise come to the beach. The estimated attendance is 3,500 people at any one time per day on Saturday and Sunday. An estimated 500 people are expected to attend the event at any one time on Friday.

The Commission recognizes that it is difficult to identify the amount of additional parking that should be provided for event spectators because it is difficult to differentiate between the members of the public that are at the beach solely to attend the AVP event from those that would be at the beach anyway. Also, it is difficult to predict how many members of the public that would usually be at the beach are not going to the beach the weekend of the AVP event because they want to avoid the traffic, congestion, and parking problems associated with such an event. Therefore, the Commission is imposing Special Condition No. 1.f) to monitor parking to better estimate demand for future tournaments.

In approving coastal development permit 5-97-062 (AVP - Hermosa Beach) for the applicant's volleyball tournament in the City of Hermosa Beach, the Commission instead used a ratio of one parking space for every 6 persons estimated to attend the event (1,000 parking spaces for 6,000 people estimated to attend). The Commission finds that this same 1:6 ratio is also acceptable in the case of the subject permit application. Using this ratio, the estimated 3,500 event goers which will attend the event at any one time on each day (Saturday and Sunday) would require 584 parking spaces. This is more than the total capacity of both public pier parking lots, which is 467 spaces.

Therefore, in order to offset the additional demands on public parking generated by the proposed event itself, the Commission finds that the applicants shall provide a minimum of 584 additional non-publicly-owned remote parking spaces for use by the estimated 3,500 Saturday and Sunday event

visitors, as well as the general public/beach goers. The additional parking spaces must be provided in addition to the number of replacement parking spaces (estimated at 115) in the Eighth Street pier parking lot displaced by the event. Further, the additional parking spaces cannot utilize any existing public parking spaces in the coastal zone because, as stated above regarding replacement parking spaces, they already provide public access opportunities.

The additional 584 parking spaces must be provided at a remote location, preferable the same location as the replacement parking spaces, in order to reduce traffic congestion around the site. The additional parking spaces must also be served by the free shuttle, in order to encourage the public's and event goers' use of these additional spaces.

However, the Commission finds that the replacement and additional parking spaces and the free shuttle service do not have to be provided on Friday, July 10, 1998 because; 1) based on the 1:6 ratio, the 500 estimated Friday event goers would only require 84 parking spaces, which could be accommodated by the public pier parking lots, 2) beach use by the general public tends to be less on a weekday than on weekends, and the event is not held over a holiday weekend, and 3) remote parking at a private use, such as the contemplated Boeing Corporation parking lots, likely will not be available on a Friday because the off-site use will probably be open for business.

The permit is being conditioned to provide a parking/traffic management plan comprised of several components. Component a) sets the requirements for the provision of remote replacement and additional parking spaces. Component b) sets the requirements for provision of a free shuttle service that will connect the remote parking with the event site and beach. The free shuttle service is necessary to encourage event spectators and beach goers both to use the remote parking and avoid traffic and parking problems around the event site. The free shuttles must also run frequently to encourage people to use the remote parking. The "headway" time of 15 minutes between shuttles was found by the Commission in approving coastal development permit 5-97-062 (AVP - Hermosa Beach) to be an acceptable frequency.

Component c) of the parking/traffic management plan requires signage to direct people to the remote parking lots. The signs must be placed on the major thoroughfares leading into the City of Seal Beach. Further, the signs must be placed so that drivers can see the signs in advance of intersections at which they must turn to get to the remote parking (see Exhibit A). Component d) requires media advertising of the remote parking in advance of the event so that attendees and beach goers know about the remote parking before they go to the beach/event.

Component e) of the parking/traffic management plan requires the implementation of interim traffic control measures to keep traffic around the event site flowing reasonably smoothly. Component f) requires directing people to the remote parking before they get near the event site and monitoring of the traffic situation around the event site and use of the remote parking/free shuttle to collect data that can be used for evaluation of future AVP tournaments or other similar events in Seal Beach.

Special Condition No. 2 requires the applicant to maintain pedestrian access to and use of the pier, sandy beach, and boardwalk south of the site, as well as maintain automobile access to the pier parking spaces which will not be displaced by the proposed event. The condition requires the applicant to keep these areas free of obstructions. The condition also requires a minimum distance of seventy-five (75) feet between the event and the water to maintain adequate beach area for recreation use by beach goers who are not attending the event.

Special Condition No. 3 requires that the applicant not begin set-up of the event before the scheduled set-up start date of July 6, 1998. Special Condition No. 3 also requires the applicant to complete take-down of all temporary improvements for the event and restoring the site to its pre-existing condition by the scheduled take-down ending date of July 14, 1998. The proposed event including set-up and take-down would eliminate use of portions of the heavily used beach and public parking lot for nine consecutive days during the peak summer period. Therefore, the Commission finds that the applicant must comply with the proposed duration of the event in order to minimize adverse public access and recreation impacts resulting from the loss of beach area and public parking.

The Commission imposed similar special conditions of approval on coastal development permit 5-97-062 (AVP - Hermosa Beach). Therefore, as conditioned, the Commission finds that the proposed temporary development is consistent with the public access and recreation policies of Chapter 3 of the Coastal Act.

D. Visual Impacts.

Section 30251 of the Coastal Act states, in relevant part:

The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance visual quality in visually degraded areas.

The event site is located north of the Seal Beach municipal pier and seaward of the Eisenhower Bluff park. The bluff park is located landward of the pier parking lot and seaward of Ocean Avenue. The bluff park and the pier both offer public views to and along the shoreline.

The applicant is proposing a sponsor mall area between the two volleyball court areas. Four inflatable balloon-type sponsor materials are proposed. The planned inflatables consist of; 1) a thirty foot (30') high Miller Lite/AVP Volleyball, 2) a twenty-five foot (25') high Sunkist Soda Can, 3) a fifteen foot (15') high Coppertone Sunscreen Bottle, and 4) a thirty foot (30') high Wilson Volleyball. The bases of the inflatables which are in contact with the ground are no wider than twelve feet.

The applicant is also proposing four foot high snow fencing around secured areas such as the backstage area, and six foot high snow fencing around the back of the bleachers to prevent people from going under the bleachers. In addition, an audio tower to broadcast the tournament on television is proposed.

Both the bluff park and pier are elevated about one-story above beach level. Therefore, the fencing would not block views to and along the shoreline from these areas. The four inflatables, while up to 30 feet high, will also not significantly block views to and along the shoreline. Further, the existing three-story (above beach level) lifeguard tower slightly blocks views from the bluff park currently. In addition, the general public tends to use the portion of the pier seaward of the event site for viewing purposes, and the permit is conditioned for a minimum 75 foot width between the event and the beach. Therefore, the event in general as conditioned won't block views along the shoreline from most of the pier or the beach. Views from the bike path/boardwalk and beach south of the pier looking north are already partially blocked by the pier.

There are also no significant public views looking inland from the beach or the pier. The proposed event and all structures are temporary. Therefore, as conditioned, the Commission finds that the proposed event would not result in adverse visual effects and is consistent with Section 30251 of the Coastal Act.

E. Local Coastal Program.

Section 30604(a) of the Coastal Act provides that the Commission shall issue a Coastal Development Permit only if the project will not prejudice the ability of the local government having jurisdiction to prepare a Local Coastal Program which conforms with the Chapter Three policies of the Coastal Act.

On July 28, 1983, the Commission denied the City of Seal Beach Land Use Plan (LUP) as submitted and certified it with suggested modifications. The City did not act on the suggested modifications within six months from the date of Commission action. Therefore, pursuant to Section 13537(b) of the California Code of Regulations, the Commission's certification of the land use plan with suggested modifications expired. The LUP has not been resubmitted for certification since that time.

The proposed development, as conditioned, is consistent with the Chapter Three policies of the Coastal Act. Therefore, the Commission finds that the proposed development, as conditioned, would not prejudice the ability of the City to prepare a certified local coastal program consistent with the Chapter Three policies of the Coastal Act.

F. California Environmental Quality Act.

Section 13096 of Title 14 of the California Code of Regulations requires Commission approval of coastal development permits to be supported by a finding showing the permit, as conditioned, 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.

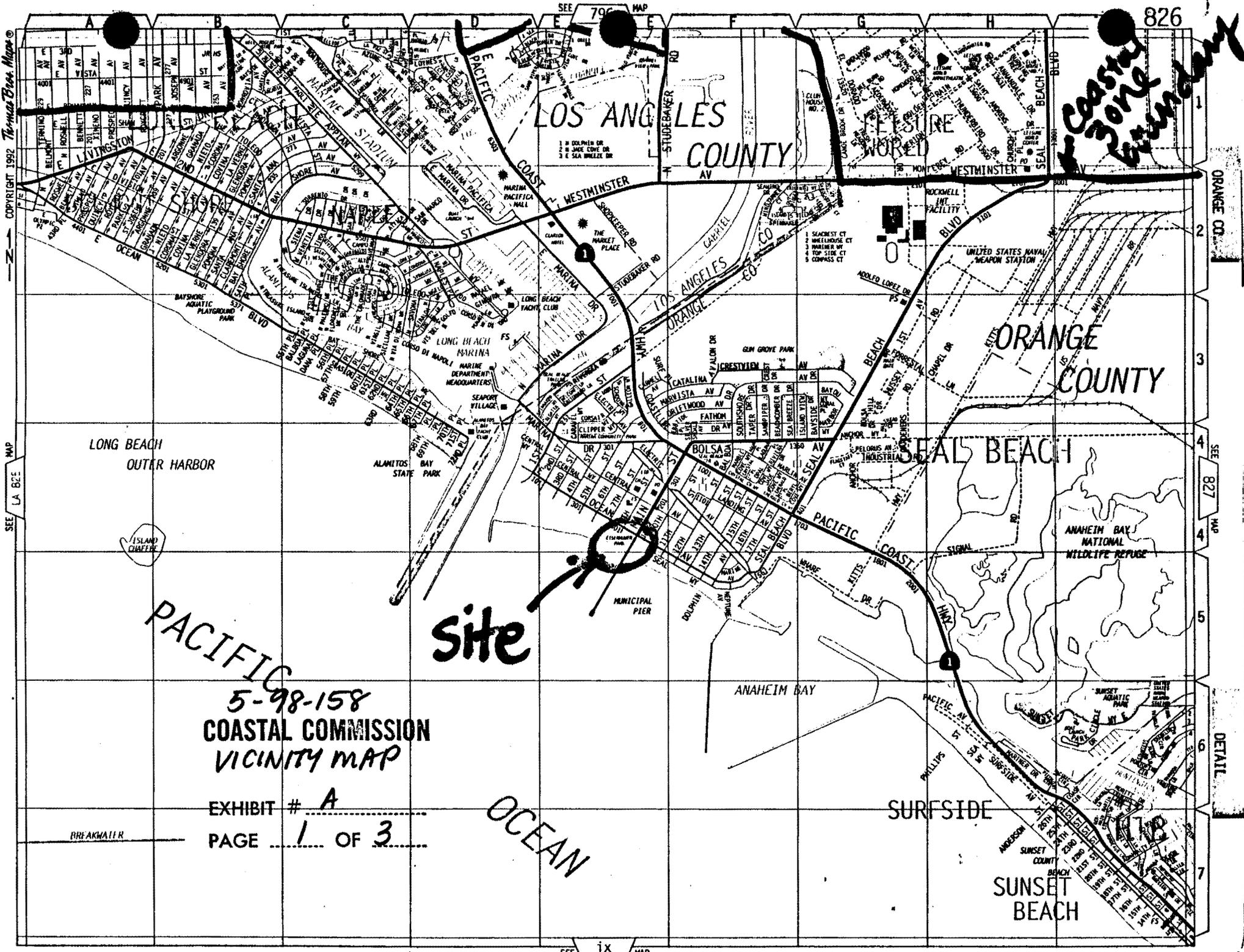
The proposed development is located in an urban area. All infrastructure necessary to serve the site exist in the area. The proposed project has been conditioned in order to be found consistent with the visual quality policies and the public access and recreation policies of Chapter Three of the Coastal Act. Mitigation measures requiring; 1) a parking/traffic management plan requiring the provision of; a) remote parking, b) free shuttle service from the remote parking to the event area, c) signage to direct people to the remote parking, d) media advertising of the remote parking and free shuttle, e) interim traffic control, f) monitoring, and g) prohibition on use of Main Street and Ocean Avenue public parking; 2) maintaining public access, and 3) removal of temporary improvements and restoring the site to its original condition; will minimize all significant adverse effects which the activity may have on the environment.

As conditioned, there are no feasible alternatives or 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, can be found consistent with the requirements of the Coastal Act to conform to CEQA.

List of Exhibits

- A. Vicinity and Location Maps
- B. Applicant's Letters Describing the Event
- C. Plans
- D. Coastal Development Permit 5-97-062
- E. City Staff Report
- F. January 23, 1998 memorandum from the Executive Director to Planning Directors of Coastal Cities and Counties (with Section 30610(i) guidelines adopted May 12, 1993 attached)

9761F:jta



COPYRIGHT 1992 Thomas Bros. Maps

SEE LA B2E MAP

BREAKWATER

**PACIFIC**  
**5-98-158**  
**COASTAL COMMISSION**  
**VICINITY MAP**

EXHIBIT # **A**  
 PAGE **1** OF **3**

**OCEAN**

SEE ix MAP

**Coastal Zone Boundary**

**LOS ANGELES COUNTY**

**ORANGE COUNTY**

**SEAL BEACH**

**SURFSIDE**

**SUNSET BEACH**

ORANGE CO. 1

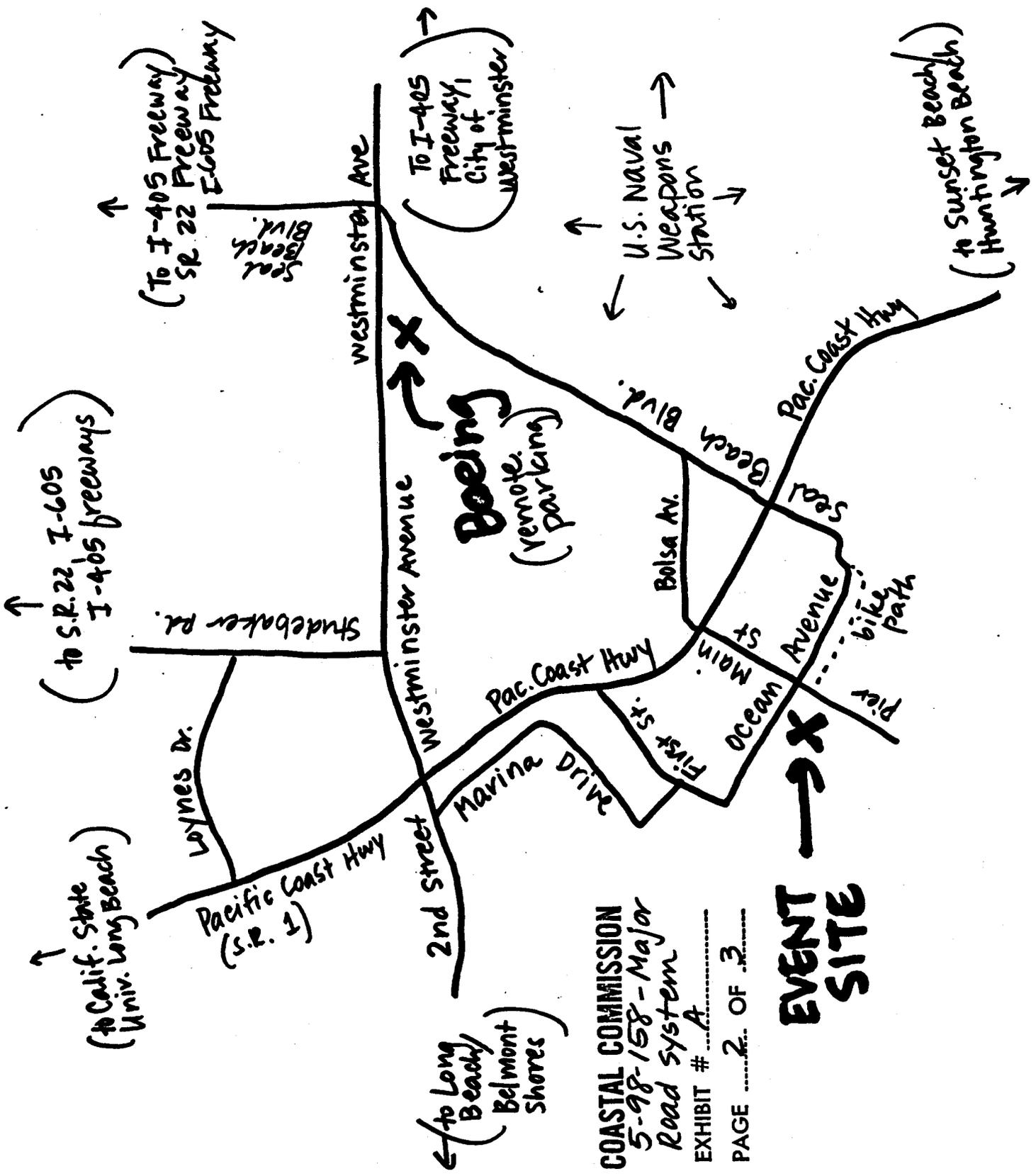
SEE 827 MAP

DETAIL

826

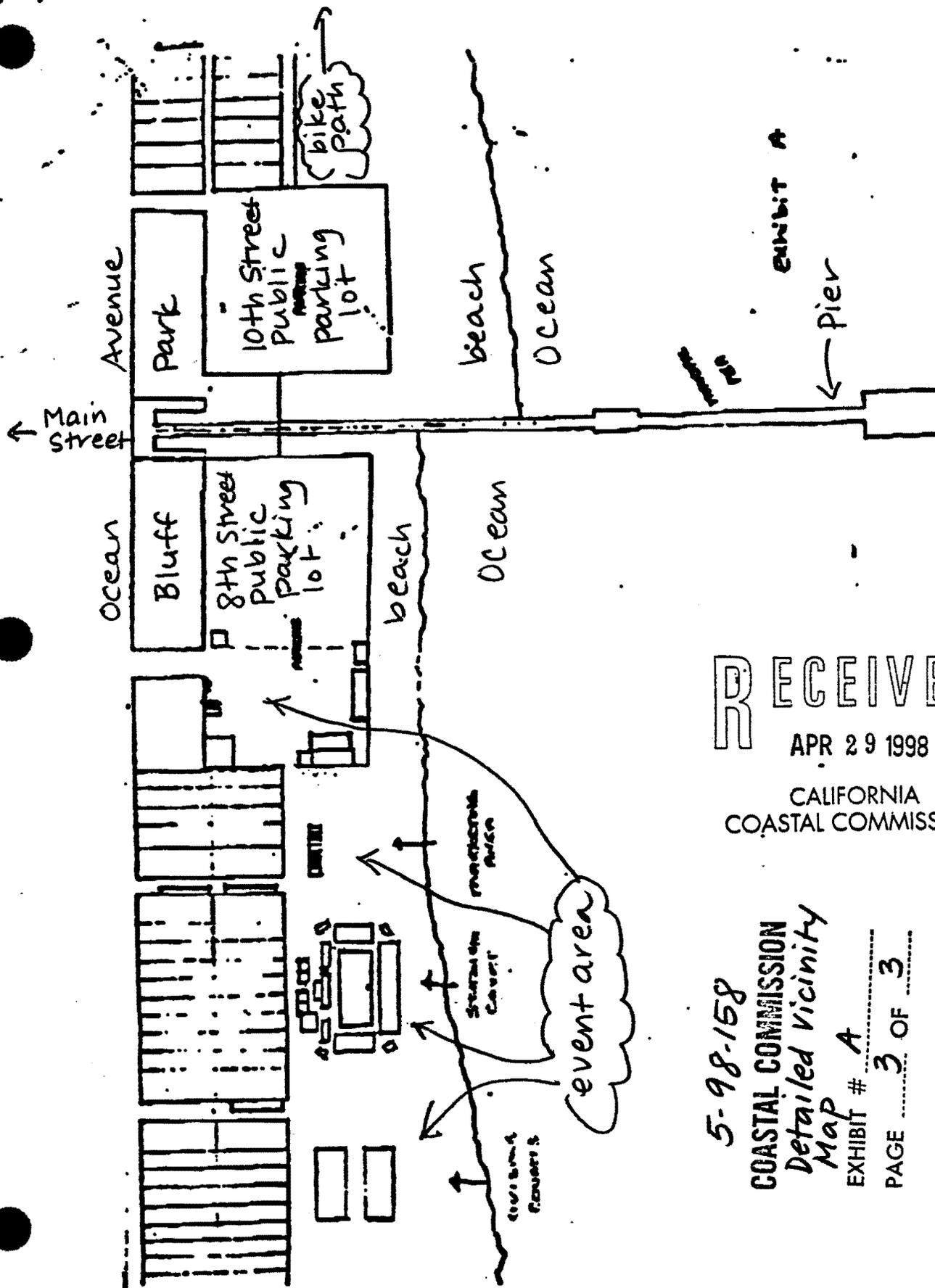
7

SEE 796 MAP



COASTAL COMMISSION  
 5-98-158 - Major  
 Road System  
 EXHIBIT # A  
 PAGE 2 OF 3

**EVENT  
 SITE**



RECEIVED

APR 29 1998

CALIFORNIA COASTAL COMMISSION

5-98-158  
COASTAL COMMISSION  
Detailed vicinity  
Map

EXHIBIT # A  
PAGE 3 OF 3



Association of Volleyball Professionals

"The World's Best"

April 15, 1998

5-98-158  
RECEIVED  
APR 17 1998

CALIFORNIA  
COASTAL COMMISSION

California Coastal Commission  
South Coast District  
200 Oceangate, Suite 1000  
Long Beach, CA 90802  
RE: Applications

Dear California Coastal Commission,

The AVP is requesting approval for its Pro Beach Volleyball Tournament in Seal Beach (North of the Pier) on 7/10-7/12. This is a professional two-man beach volleyball tournament. The worlds best players from the Association of Volleyball Professionals (AVP) participate in the 15<sup>th</sup> stop of the Miller Lite/AVP Pro Beach Volleyball Tour. A 40 team field will compete over this three day period in a double elimination format. The men's semi final and final will be televised on Fox Sports Net. The AVP has made every effort to scale down the impact of our events while maximizing access.

Below is a detailed description of the event to answer any inquiries your office or anyone else may have:

- There will be no "snow fencing" erected around the perimeter of the event. The only fencing used on site is in areas that are restricted for security purposes, such as the backstage area where the player tents are located. Snow fencing is also placed for safety reasons on the rear of the bleachers to prevent people from going under the bleachers. The height of the regular snow fencing is approximately 4 feet, however, the snow fencing used on the back of the bleachers is 6 feet high.
- Set-up is Monday, July 6<sup>th</sup> through Thursday, July 9<sup>th</sup> from about 8:00am to 7:00pm daily. Tear down is Monday, July 13<sup>th</sup> and Tuesday, July 14<sup>th</sup> from approximately 8:00am to 7:00pm.

COASTAL COMMISSION

5-98-158

Applicants Letters

EXHIBIT # B

PAGE 1 OF 6



Association of Volleyball Professionals

**"The World's Best"**

- None of the courts as indicated on the diagram are existing. The City permits three Inflatables, approximate dimensions are as follows:
  - 1 @ 20' long x 20' wide x 25' high
  - 2 @ 20' long x 10' wide x 25' high
- Attendance at any one time might be 500 on Friday, July 10<sup>th</sup> and 3500 per day on Saturday and Sunday, July 11<sup>th</sup> and 12<sup>th</sup>.
- The AVP Open at Seal Beach will begin on Friday, July 10<sup>th</sup> at 9:30am-6:00pm. Saturday, July 11<sup>th</sup> will be run from 9:30am-6:00pm. Sunday, July 12<sup>th</sup> will run from 9:30am-3:00pm.
- The total seating for the center court will be 2633. The only seats being sold for the center court will be approximately 650 (25%) seats. The 650 seats will consist of the first five rows extending all the way around the court.
- Two sound system platforms will be stationed at the North end of center court. The speakers will be oriented toward the Southwest, away from businesses and residents. No music will be played prior to 9:00am, or 30 minutes after the conclusion of the matches each day.
- Portable toilets will be located south of the pier, adjacent to the public restrooms.
- The event will cover an on beach area of approximately 1.8 acres.

If you need any further information please do not hesitate to call me at (310)-577-0775.

5-98-158  
COASTAL COMMISSION  
Applicant's Letters

Thank You,

Keith Stockwell

EXHIBIT # B

PAGE 2 OF 6



Association of Volleyball Professionals

"The World's Best"

April 27, 1998

Mr. John T. Auyong  
California Coastal Commission  
200 Oceangate, Suite 1000  
Long Beach, CA 90802

Re: Parking Spaces Restricted - Application 5-98-158

Dear Mr. Auyong,

As requested in your April 24, fax, the total number of parking spaces that will be used by the AVP for the AVP Open at Seal Beach will be an estimated 115 spaces. I have attached a diagram of the parking area indicating the spaces that will be used for the weekend of 7/10-7/12.

Also, please find attached a letter from Matt Gage, VP of Competition at the AVP, to Nan Bender at Rockwell International. The AVP intends to use the Rockwell International site as the remote public parking area.

Please feel free to contact me at (310)-577-0775. Thank you for your time on this very important matter.

Sincerely,

Keith Stockwell

5-98-158  
COASTAL COMMISSION  
Applicant's Letters

EXHIBIT # B  
PAGE 3 OF



Association of Volleyball Professionals

"The World's Best"

April 27, 1998

RECEIVED  
APR 29 1998  
CALIFORNIA  
COASTAL COMMISSION

Mr. John T. Auyong  
California Coastal Commission  
200 Oceangate, Suite 1000  
Long Beach, CA 90802

Dear Mr. Auyong,

This is to inform you that the AVP is in receipt of your fax dated April 24, 1998, in which you state the deadline of April 29, for additional attachments to application 5-98-158. Additionally, I have made attempts to contact you regarding the April 29, deadline for application 5-98-158. The AVP is making every effort to comply with the California Coastal Commission for permitting of the AVP Open at Seal Beach. To this date I have not received any original paperwork by mail as indicated on your fax cover sheet. Do to the short notice involved and the nature of the requests with the paperwork sent from your office we are able to obtain some of the additional items requested for the application.

With regard to parking and shuttle service, the AVP intends to follow all impact mitigation measures required by your office. The AVP will enter into written contracts pending the approval of the application. Written contracts for the parking and shuttle service will not be made until approximately two weeks before the event. \*

The AVP wants to work closely with your office in order to comply with all requirements of the Coastal Act. Thank you for your time and attention to this matter. Please feel free to contact Jon Stevenson or myself at (310)577-0775.

Sincerely,

Keith Stockwell

5-98-158  
COASTAL COMMISSION  
Applicant's Letters

EXHIBIT # B  
PAGE 4 OF



Association of Volleyball Professionals

April 28, 1998

**"The World's Best"**

Mr. John T. Auyong  
California Coastal Commission  
200 Oceangate, Suite 1000  
Long Beach, CA 90802

Re: Sandy Beach Coverage - Association of Volleyball Professionals  
No. 5-98-158 - Seal Beach - July 10-12, 1998

Dear Mr. Auyong,

The AVP intends to use 1.8 acres of sandy beach area for the AVP Open at Seal Beach. This will include all facilities for the proposed project. The 1.8 acres does not include any parking lots or any other areas.

Thank You,

A handwritten signature in black ink, appearing to read 'Keith Stockwell', is written over a horizontal line.

Keith Stockwell

5-98-158  
COASTAL COMMISSION  
Applicant's Letters

EXHIBIT # B  
PAGE 5 OF \_\_\_\_\_



ASSOCIATION OF VOLLEYBALL PROFESSIONALS

15260 Ventura Boulevard  
Suite 2250  
Sherman Oaks, CA 91403  
Tel (818) 386-2486  
Fax (818) 386-2480

RECEIVED  
APR 29 1998  
CALIFORNIA  
COASTAL COMMISSION

July 27, 1994

Nan Bender  
Personnel Department  
Rockwell International (now Boeing)  
2201 Seal Beach Boulevard  
Seal Beach, CA 90740

Dear Nan:

Pursuant to our phone conversation of today, I would like to again request the use of the Rockwell International parking lot (northwest corner of Adolfo Lopez Drive and Seal Beach Boulevard, Lot D) for the use of a shuttle parking area. This request is in conjunction with the Miller Lite Professional Volleyball Tournament at Seal Beach August 12-14, 1994. Enclosed is the appropriate certificate of insurance showing evidence of liability coverage. Thank you very much for your assistance in this regard.

Sincerely,

*Matt Gage*  
Matt Gage  
Tour Director

5-98-158  
COASTAL COMMISSION  
Applicants Letters  
EXHIBIT # B  
PAGE 6 OF \_\_\_\_\_

FILE

APR 18 '98 13:11

SEAL BEACH, CA

JULY 10 '12

2,683 GA BLEACHER  
867 RESERVED  
3,500 TOTAL CAPACITY

(PACIFIC OCEAN)

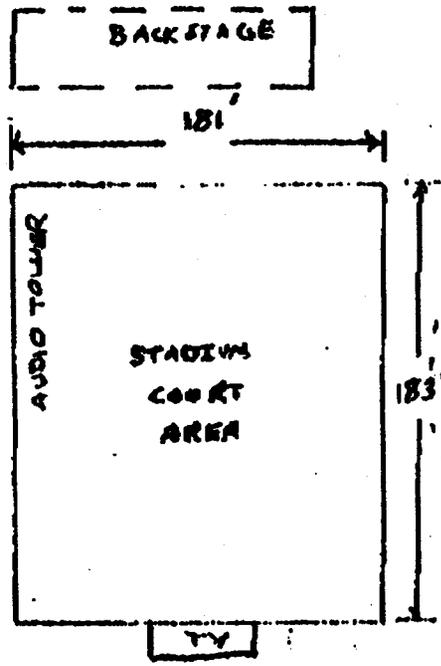
(PACIFIC OCEAN)

TOTAL STADIUM DIMENSIONS: 181' L X 183' W  
TOTAL SPONSOR MALL AREA DIMENSIONS: 100' X 100'  
TOTAL FEATURE COURT AREA: 290' L X 110' W  
TOTAL BACKSTAGE AREA: 100' L X 50' W

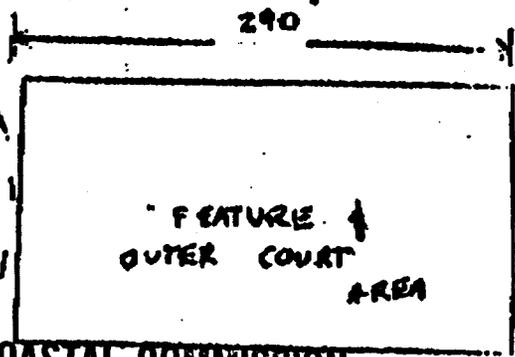
\* THERE IS AT LEAST 75 FEET BETWEEN THE DEVELOPMENT AND THE OCEAN

CALIFORNIA COASTAL COMMISSION

RECEIVED  
MAY 1 1998



APPROVED IN CONCEPT  
SEAL BEACH PLANNING DEPT.  
4/28/98 [Signature]  
DATE SIGNATURE



COASTAL COMMISSION  
5-98-158 Plans

EXHIBIT # C  
PAGE 1 OF

Ocean Avenue

8134610610 PAGE.002

APR 27 '98 13:37 FROM A U P  
Sent by: DOUBLETHRESORT 8134610610

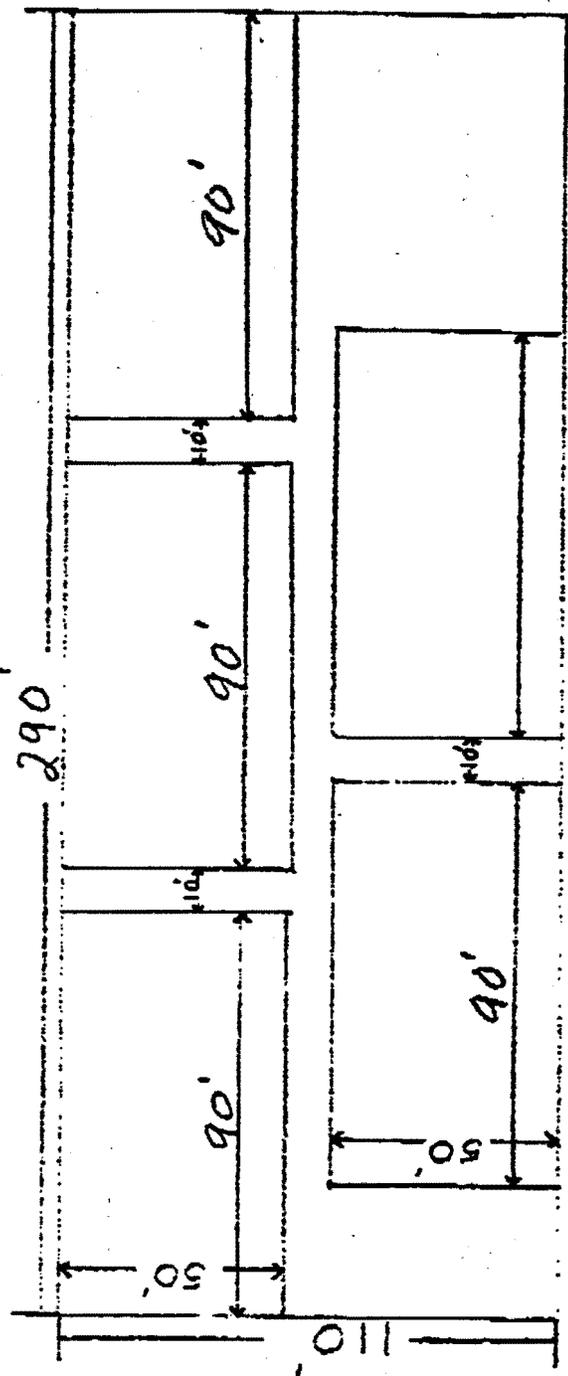
TO 815624014067 PAGE.002  
04/18/98 4:17PM JOB 187 Page 8/4



DIMENSIONS OF FIVE COURTS  
 IN FEATURE AND OUTER COURT  
 AREA

\* THERE IS AT LEAST 75 FEET BETWEEN THE  
 DEVELOPMENT AND THE OCEAN

- 1.5" = 60'
- 1.15" = 50'
- 1.0" = 40'
- .75" = 30'
- .5" = 20'
- .25" = 10'



APPROVED IN CONCEPT  
 SEAL BEAUFORT PLANNING DEPT.  
 4/28/98 / [Signature]  
 DATE SIGNATURE

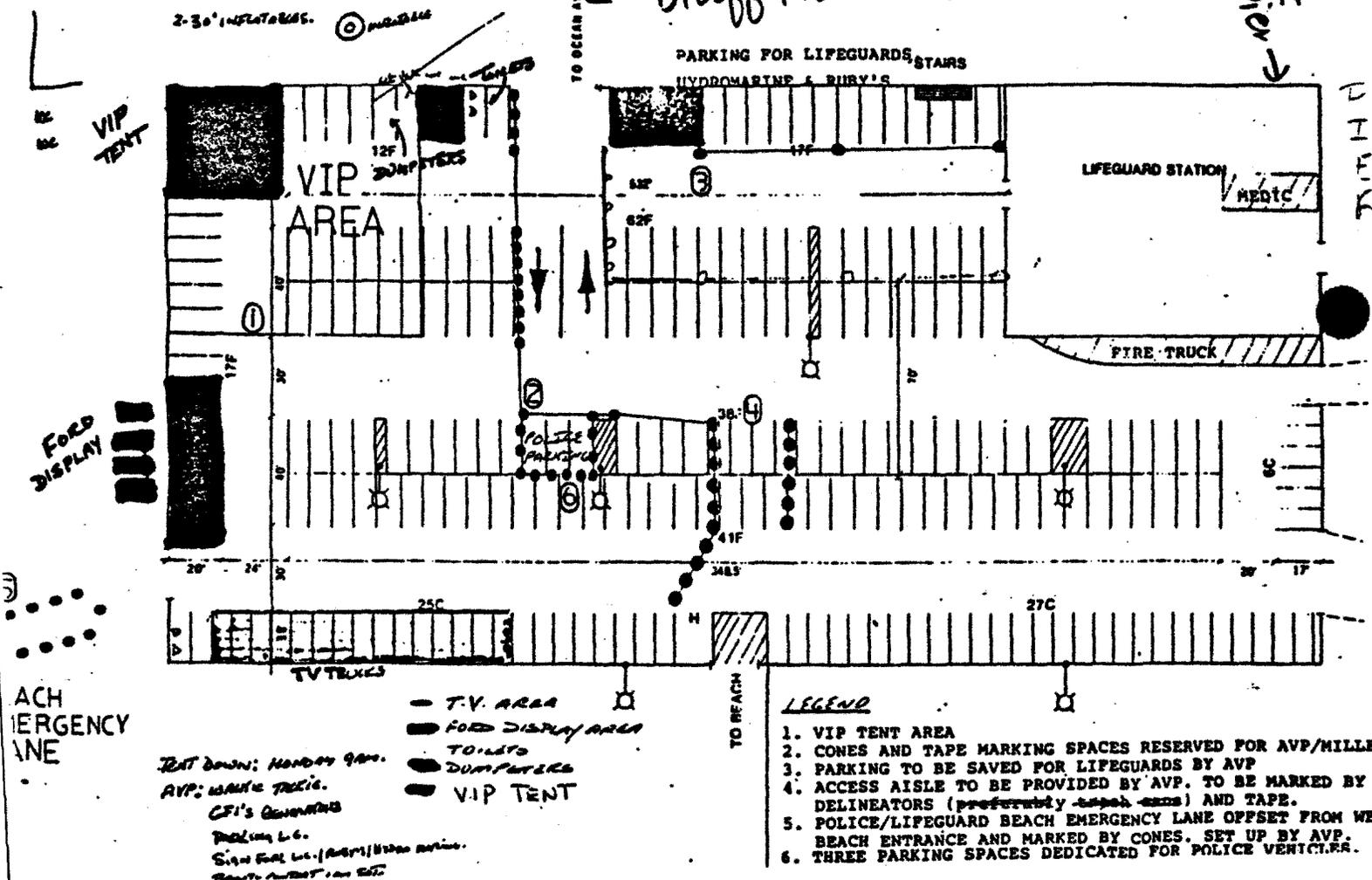
COASTAL COMMISSION  
 5-98-158 Plans

EXHIBIT # C  
 PAGE 2 OF

5-98-158  
 ← Ocean Avenue →

← Bluff Park →

Main Street  
 ↑  
 ↓



SEAL BEACH  
 PARKING

← Beach and Ocean →  
 ↓

5-98-158  
 COASTAL COMMISSION  
 Plans - Parking Lot

EXHIBIT # C  
 PAGE 3 OF

SECTION  
GENERAL ADMISSION  
RESERVED END ZONE

LOCATION  
GRANDSTAND BLEACHER  
ROWS 1 - 5 END ZONES  
ROWS 1 - 5 SIDELINES

# OF SEATS  
VARIES

FRIDAY  
\$ 6

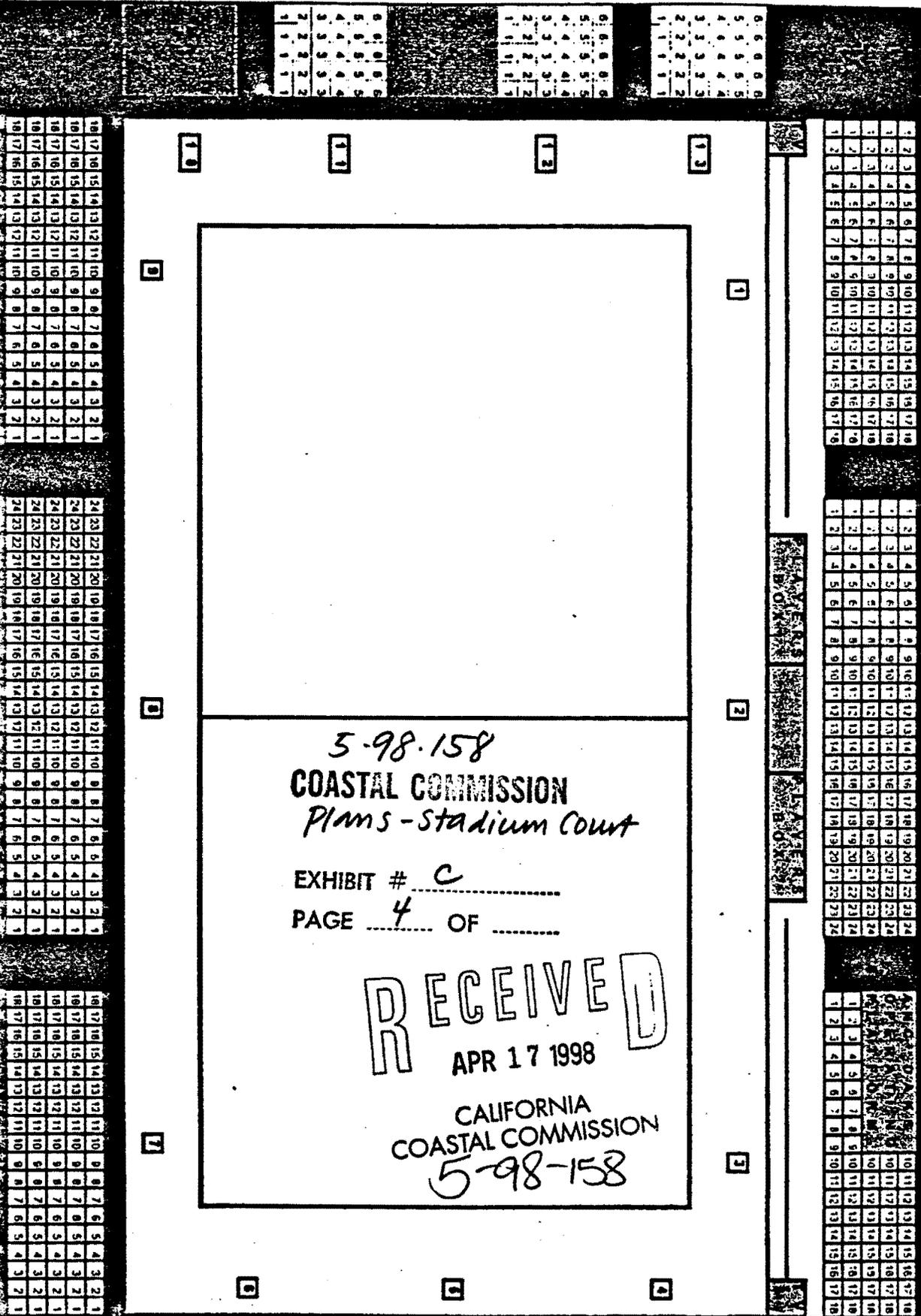
SATURDAY \$  
\$ 10

SUNDAY \$  
\$ 12

2 DAY PASS \$  
\$ 20

3 DAY PASS \$  
\$ 25

EVENT LOCATION



5-98-158  
**COASTAL COMMISSION**  
*Plans - Stadium Court*

EXHIBIT # C  
 PAGE 4 OF \_\_\_\_\_

**RECEIVED**  
 APR 17 1998

CALIFORNIA  
 COASTAL COMMISSION  
 5-98-158

# CALIFORNIA COASTAL COMMISSION

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

Page: 1 of 5  
Date: July 23, 1997  
Permit No: 5-97-062



## COASTAL DEVELOPMENT PERMIT

On 13 May 1997, the California Coastal Commission granted to Association of Volleyball Professionals (AVP) Coastal Development Permit 5-97-062, subject to the attached Standard and Special Conditions, for development consisting of: installation of temporary bleachers (with a total seating capacity of 6,747), courtside chairs, staging, tents/canopies, and eight volleyball courts (30' x 60') for AVP Beach Volleyball Tournament to be held on July 25-27, 1997, with set-up July 21-24, and tear-down July 28-29. The proposed event also includes the closure of lower Pier Avenue to be used by vendors, closure of lower 13th Street to be used by AVP event personnel resulting in the loss of 60 on-street metered public parking spaces. No admission will be charged for court seating (6,747 seats total). At the hearing, the applicant amended the project description to delete the earlier request to charge admission to the event. The applicant also proposes to provide remote parking at Mira Costa High School and the Hermosa Beach City Hall (approx. 503 parking spaces) with shuttle service. More specifically described in the application file in the Commission offices.

The development is within the coastal zone in Los Angeles County at 100 Pier Avenue, on the beach just north of the pier, Hermosa Beach.

Issued on behalf of the California Coastal Commission on July 23, 1997.

PETER DOUGLAS  
Executive Director

5-98-158  
COASTAL COMMISSION  
CDP 5-97-062

By: *[Signature]*  
Title: Coastal Program Analyst

**ACKNOWLEDGMENT** EXHIBIT # D  
PAGE 1 OF 5

The undersigned permittee acknowledges receipt of this permit and agrees to abide by all terms and conditions thereof.

The undersigned permittee acknowledges that Government Code Section 818.4 which states in pertinent part, that: "A public entity is not liable for injury caused by the issuance . . . of any permit . . ." applies to the issuance of this permit.

**IMPORTANT:** THIS PERMIT IS NOT VALID UNLESS AND UNTIL A COPY OF THE PERMIT WITH THE SIGNED ACKNOWLEDGMENT HAS BEEN RETURNED TO THE COMMISSION OFFICE. 14 CAL. ADMIN. CODE SECTION 13158(a).

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Permittee

# COASTAL DEVELOPMENT PERMIT

No. 5-97-062

Page 2 of 5

Please sign and return one copy of this form to the Commission office at the above address.

## 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. Compliance. All development must occur in strict compliance with the proposal set forth in the application for permit, subject to any special conditions set forth below. Any deviation from the approved plans must be reviewed and approved by the staff and may require Commission approval.
4. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
5. Inspections. The Commission staff shall be allowed to inspect the site and the project during its development, subject to 24-hour advance notice.
6. 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.
7. 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.

COASTAL COMMISSION  
5-98-158

EXHIBIT # D  
PAGE 2 OF 5

# COASTAL DEVELOPMENT PERMIT

No. 5-97-062

Page 3 of 5

COASTAL COMMISSION

5-98-158

## SPECIAL CONDITIONS:

EXHIBIT # D

PAGE 3 OF 5

### 1. Parking/Traffic Management Plan

Prior to the issuance of the Coastal Development Permit and June 25, 1997, the applicant shall submit a Parking/Traffic Management Plan, for the review and approval of the Executive Director. The approved plan shall be implemented by the applicant and shall include the following components:

- a) The applicant shall provide a valid lease or licensing agreement for remote parking lots providing public parking for no fewer than 1,060 cars, in order to replace the parking reserved on the streets for event and vendor use, and to provide parking to meet the increased demands generated by the proposed event. The replacement parking shall not include any parking lots that are included in the City's approved beach preferential parking program, as approved in CDP #6-92-177. The applicant shall provide a valid lease agreement for each lot indicating its number of spaces and location. The 1,060 required parking spaces shall be available for use by all members of the public on Saturday and Sunday (July 26-27, 1997) between the hours of 7 a.m. to 7 p.m.
- b) The applicant shall be responsible for the provision of a free shuttle service, in order to provide free public transportation between the remote parking lots and the event and beach area. The applicant shall provide a valid agreement with a shuttle operator, shuttle routes and operating schedule to provide such a shuttle service as follows: the shuttle service shall run continuously to provide free public beach transportation between the beach area and the remote parking areas on Saturday and Sunday (July 26-27, 1997) between the hours of 7 a.m. to 7 p.m.; the "headway" time between shuttle service pick-ups shall be not more than 15 minutes; and , the free shuttle service shall be available for both the general public and event spectators.
- c) The plan shall include conspicuously posted on-street informational signs and banners to direct visitors tot he remote free parking areas and free shuttle stops. The signs and banners shall also inform the public of the availability of a free buss shuttle for both event customers and the general public. No fewer than ten informational signs shall be placed along major intersections leading into the City, i.e., Gould Avenue/Pacific Coast Highway, Aviation Blvd./Pacific Coast Highway, Herondo Street/Ardmore Avenue, Herondo Blvd./Hermosa Avenue, and Valley Drive/Pier Avenue. The signs shall be 6' high, freestanding and no smaller than 2' x 3'.

# COASTAL DEVELOPMENT PERMIT

No. 5-97-062

Page 4 of 5

- d) The applicant shall provide no fewer than eight radio announcements within the Los Angeles County area informing the public of the availability of remote parking. These radio stations shall represent all diverse ethnic and cultural Los Angeles radio markets and shall include Spanish language, youth and news stations.
- e) Interim traffic control shall be provided in areas of the City as deemed necessary by the Police Department to ensure safety and to avoid lack of traffic circulation and potential gridlock at the streets terminating around the event site. The traffic control plan coupled with the signage program should direct traffic away from the event site to the remote lots and other available parking in the vicinity and avoid significant traffic congestion on streets surrounding the event to the maximum extent possible.
- f) The parking/traffic management plan shall include provisions for monitoring and evaluating the effectiveness of the approved plan. The monitoring must document the adequacy of off-site parking by identifying the percentage of lots, or number of spaces, occupied during the time of highest attendance each day; the condition of traffic flow along Pier Ave., Valley Drive, Ardmore and Pacific Coast Highway, in the vicinity of the event and along the proposed shuttle routes (i.e., free-flowing but moving, congested, gridlock, etc.); and the effectiveness of signage, traffic officers, etc., based on the applicant's observations and feedback from the public and City of Hermosa Beach. Following the event, the monitoring program shall be summarized in a written report which shall be submitted to the Executive Director on or before August 31, 1997. The report should identify any problems that occurred and make recommendations for improvements in the future. The report shall be retained in the file and used in the review of future permit applications for the AVP volleyball tournament or similar events.
- g) The City Hall lot and the Valley Drive Community Center lot and other lots in the City's Preferential Parking Program shall not be used as exclusive remote parking lots for event employees nor should they be identified as remote "public access mitigation" lots for the event.
- h) The number of metered on-street parking spaces to be exclusively used by personnel for the event and vendors shall not exceed 60 spaces.

The permittee shall undertake the development in accordance with the approved parking/traffic program. Any significant changes to the approved plan should be reported to the Executive Director. No change to the plan

COASTAL COMMISSION

5-98-158

EXHIBIT #

D

PAGE 4 OF 5

# COASTAL DEVELOPMENT PERMIT

No. 5-97-062

Page 5 of 5

shall occur without a Commission-approved amendment to the permit unless the Executive Director determines that no such amendment is required. The applicant shall provide the required parking spaces, signs and free shuttle service as approved by the Executive Director.

## 2. Pier, Bicycle Path and The Strand

The event shall not interfere with the public's use of the pier, bicycle path and The Strand, a public walkway that parallels the beach. The pier, bicycle path and The Strand shall remain open and unobstructed. No fences, trucks or other structures shall be placed on the bicycle path or the Strand, or block access to the pier. The applicant shall monitor The Strand and bicycle path in order to prevent any encroachments by event sponsors and vendors.

## 3. Public Access to and Along the Water

The proposed event, and all associated development, shall not encroach any closer than 60 feet to the highest water mark.

## 4. Removal of Temporary Improvements

All temporary improvements permitted herein shall be removed in their entirety and the site restored to its pre-existing condition by no later than 7:00 p.m. Tuesday, July 29, 1997, unless the time is extended at the request of the City for safety purposes or to schedule City maintenance.

**COASTAL COMMISSION**  
5-98-158

EXHIBIT # D  
PAGE 5 OF 5

5-98-158

**STAFF REPORT**

**RECEIVED**  
APR 29 1998

CALIFORNIA  
COASTAL COMMISSION

**TO:** Mayor and Members of the City Council  
**FROM:** Nancy L. Beard, Director Parks, Recreation and Community Services

**SUBJECT:** Association of Volleyball Professionals - Tournament Request

**SUMMARY OF REQUEST:**

Council to provide preliminary approval for the Association of Volleyball Professionals volleyball tournament the weekend of July 10, 11, and 12, 1998 and authorize staff to negotiate specific terms and conditions including fees for parking, property use and promotional activities.

**DISCUSSION:**

The Association of Volleyball Professionals last held a tournament in the City of Seal Beach in 1995. Their request for 1998 is for a very similar event. The tournament will be held over three days on six courts located on the beach north of the pier. Preparations for the tournament will begin Monday, July 6<sup>th</sup> and continue through the 10<sup>th</sup>. Tear down would begin on the following Monday, July 13<sup>th</sup>, completed by Tuesday, July 14<sup>th</sup>.

The AVP has made an application to the Coastal Commission for the event, which includes up to 1,500 bleacher seats on the main court. Of those seats, 25% will be paid seating leaving 75% as open, no-charge seating.

Hours of the event are:  
Friday - 9:30 am to 6 p.m.  
Saturday - 9:30 am to 6 p.m.  
Sunday - 9:15 am to 3 p.m.

Advertisers on the volleyball courts would include Miller Lite, Tinactin, Swatch Watch, Speedo, Coppertone, Fila, 1<sup>st</sup> USA, Volleyball Magazine, Wilson and Honda.

The AVP is requesting use of the north side of the 8<sup>th</sup> street parking lot for event support including a VIP tent, vehicle display, television trucks, dumpsters, restrooms and tournament participant and sponsor parking again in keeping with the 1995 tournament. When the exact location of the main court is specified, staff will determine the best location of an additional support vehicle. This truck runs a generator, which recharges the tournament equipment. In 1995 the truck was located at the stub of 7<sup>th</sup> St.

5-98-158  
**COASTAL COMMISSION**  
*City Staff Report*

EXHIBIT # E  
PAGE 1 OF 4

AGENDA ITEM P

Agenda Item \_\_\_\_

AVP Tournament Request - Page 2  
April 27, 1998

**FISCAL IMPACT:**

This event, if approved, will have no impact to the approved budget. The applicant will reimburse all staffing fees incurred by the City. Fees for parking, property use and filming will be imposed as appropriate.

**RECOMMENDATION:**

It is recommended that the City Council approve the event application in concept as it is presented above, allowing the City Manager or his designee to finalize the event negotiations.

NOTED AND APPROVED

*Keith R. Till*

Keith R. Till  
City Manager

\_\_\_\_\_  
Nancy L. Beard, Director  
Parks, Recreation and  
Community Services

5-98-158  
COASTAL COMMISSION  
*City Staff Report*

EXHIBIT # E  
PAGE 2 OF \_\_\_\_\_

EVENT:  
SEAL BEACH, CA

JULY 10-12

2,633 GA BLEACHER  
867 RESERVED

3,500 TOTAL CAPACITY

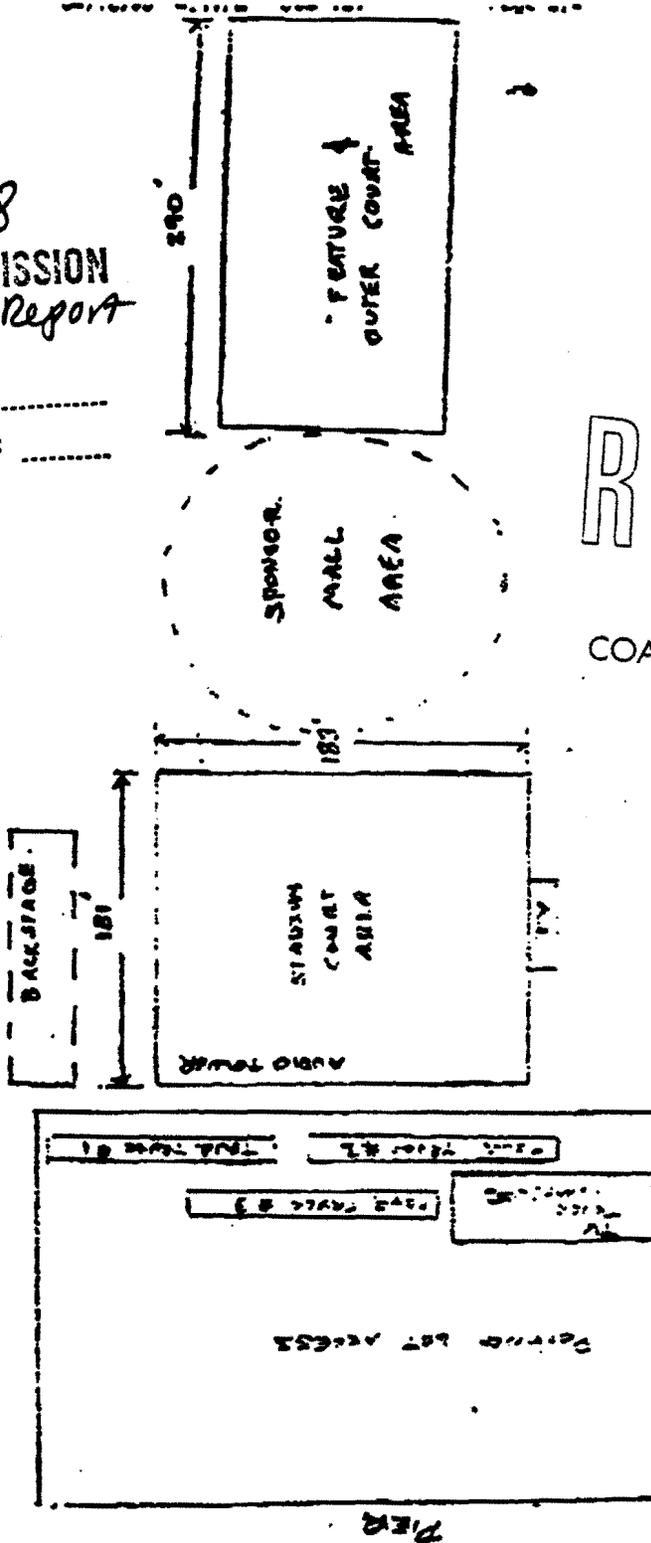
(PACIFIC OCEAN)

(PACIFIC OCEAN)

TOTAL STADIUM DIMENSIONS: 181' L X 123' W  
TOTAL SPONSOR MALL AREA DIMENSIONS: 100' X 100'  
TOTAL FEATURE COURT AREA: 290' L X 170' W  
TOTAL BACKSTAGE AREA: 100' L X 50' W

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COASTAL COMMISSION  
City Staff Report

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## CALIFORNIA COASTAL COMMISSION



45 FOUNTAIN, SUITE 2000  
 SAN FRANCISCO, CA 94105-2219  
 VOICE AND TDD (415) 904-5200

January 23, 1998

To: Planning Directors of Coastal Cities and Counties

From: Peter Douglas, Executive Director

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 COASTAL COMMISSION  
 E.D. memo/Guidelines

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Re: REGULATION OF TEMPORARY EVENTS IN THE COASTAL ZONE

Over the past several years, temporary events on California's beaches and adjacent areas have become a subject of substantial concern. The concerns relate to the nature and frequency of such events, their impact on coastal resources and nearby residential neighborhoods, and the general public's ability to get to and utilize coastal recreational lands during such events. Temporary events, such as volleyball tournaments, visual arts and music festivals, surfing contests, boat and auto races, farmers markets, etc. have a long-standing tradition and history in California's coastal communities. As the State's population grows and competition for limited coastal space intensifies and fiscally strapped local governments search for supplemental sources of revenue, conflicts among different coastal users and uses become more significant. Exacerbating the problem is the fact that many event sponsors, whether for profit or charitable purposes, seek to charge entrance fees that, by their nature, result in the exclusion from the event site non-paying members of the public. The Commission recently denied approval of a volleyball tournament that proposed 100% paid seating on the beach in the summer.

While some temporary events raise substantial concerns about adverse impacts on coastal resources, most events of this type are de minimis and raise no such concerns. In order to minimize permitting burdens for the vast majority of temporary events that do not raise Coastal Act concerns, the Commission sought and received legislative approval to utilize procedures to exclude such events from coastal permit requirements. The attached guidelines were adopted by the Commission in 1993 to identify those types of temporary events which have the potential for significant adverse effect on public access and/or coastal resources and which, as a result, require a coastal development permit.

The Commission recently held a workshop and received public testimony on whether the guidelines should be changed. Subsequent to the hearing, Commission staff, based on Commission direction, determined not to amend the guidelines at this time. However, testimony at the hearing did suggest that the guidelines fail to address the cumulative impacts these kinds of events are having on public access to and recreational use of the shoreline. Concerns were raised about the number and size of events, impacts on public parking, noise, advertising, etc. The Commission heard from citizens that these concerns are not being adequately addressed at the local level and that there may be inadequate opportunities for the public to raise these concerns through a public hearing process.

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The Coastal Act gives both the Coastal Commission and local governments the responsibility to implement coastal protection policies through the planning and regulatory processes established by the Act. The Commission believes that most of the concerns raised in connection with the impacts of temporary events can best be addressed at the local government level. Obviously in doing so, Coastal Act policies designed to protect coastal resources need to be addressed. The Commission-adopted guidelines relative to temporary events only apply to areas where the Coastal Commission retains permit authority, including public trust lands and areas for which there is no certified Local Coastal Program (LCP).

The Commission has asked that staff contact its local government partners in coastal stewardship to request that you review your local regulations affecting temporary events. The intent is to ensure that every LCP contains implementable land use policies that specifically address the protection of coastal resources consistent with Coastal Act policies. These policies should, for example, deal with potential impacts on parking and traffic affecting public beach access, visual amenities, the recreational and free use of public beaches, impacts on environmentally sensitive habitat, and the cumulative affects of multiple events, especially during the high-use summer season. Coastal development permits should be required for those temporary events having the potential of significant adverse effects on coastal resources. In addition to the range of issues your jurisdiction deals with as a matter of primarily local concern, Coastal Act policies and the Commission's guidelines should be used to help shape your approach.

We realize that many local governments have dealt with temporary events long before the Coastal Act was enacted. It is our intent to work in cooperation and coordination with you so as to avoid duplication of effort, to reduce regulatory burdens for event sponsors, and to minimize conflicts in policy direction. As you consider our request, we would also appreciate it if you would assist the Commission in meeting its responsibilities by notifying promoters of temporary events that a coastal development permit may be required from the Commission for certain types of events, and that they should contact the appropriate Commission office for guidance on whether a coastal permit or permit exemption is required. To the extent possible, Commission staff is available to provide any assistance you may deem helpful and appropriate. If you have any further questions, please don't hesitate to contact either myself at the above number or Sherilyn Sarb in our San Diego office at (619) 521-8036.

## CALIFORNIA COASTAL COMMISSION



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TO: Local Governments and Interested Persons

FROM: Coastal Commission Staff

SUBJECT: Guidelines For the Exclusion of Temporary Events from Coastal  
Commission Permit Requirements - Adopted 5/12/93I. Purpose and Authority.

The purpose of these guidelines is to identify the standards the Coastal Commission staff, under the direction of the Executive Director, will use in determining whether a temporary event is excluded from coastal development permit requirements pursuant to Public Resources Code Section 30610 (i) (as amended by SB 1578, Ch. 1088, Stats. 1992). The guidelines are for use in areas where the Coastal Commission retains coastal development permit authority. These guidelines may be utilized by local governments for reference in developing Local Coastal Programs or in processing LCP amendments, if required, to address coastal development permit jurisdiction over temporary events.

II. Criteria for Exclusion from Permit Requirements.

Except as provided in Section III. below, the Executive Director shall exclude from coastal development permit requirements all temporary events except those which meet all of the following criteria:

- a) Are held between Memorial Day weekend and Labor Day; and,
- b) Occupy all or a portion of a sandy beach area; and,
- c) Involve a charge for general public admission or seating where no fee is currently charged for use of the same area (not including booth or entry fees).

Only temporary events meeting all of the above criteria shall require coastal development permit review, however,

The Executive Director may also exclude from permit requirements temporary events meeting all of the above criteria when:

- d) The fee is for preferred seating only and more than 75% of the provided seating capacity is available free of charge for general public use; or,

e) The event is held on sandy beach area in a remote location with minimal demand for public use, and there is no potential for adverse effect on sensitive coastal resources; or,

f) The event is less than one day in duration; or,

g) The event has previously received a coastal development permit and will be held in the same location, at a similar season, and for the same duration, with operating and environmental conditions substantially the same as those associated with the previously-approved event.

...

### III. Executive Director or Commission Discretion to Require a Permit.

The Executive Director, or the Commission through direction to the Executive Director, may determine that a temporary event shall be subject to Commission coastal development permit review, even if the criteria in Section II. are not met, if the Executive Director or the Commission determines that unique or changing circumstances exist relative to a particular temporary event that have the potential for significant adverse impacts on coastal resources. Such circumstances may include the following:

a) The event, either individually or together with other temporary events scheduled before or after the particular event, precludes the general public from use of a public recreational area for a significant period of time;

b) The event and its associated activities or access requirements will either directly or indirectly impact environmentally sensitive habitat areas, rare or endangered species, significant scenic resources, or other coastal resources as defined in Section V. of these guidelines;

c) The event is scheduled between Memorial Day weekend and Labor Day and would restrict public use of roadways or parking areas or otherwise significantly impact public use or access to coastal waters;

d) The event has historically required a coastal development permit to address and monitor associated impacts to coastal resources.

### IV. Modifications to Guidelines by the Commission.

The Commission may amend these guidelines at any time if it is determined such modification is necessary to more effectively implement Section 30610(i) of the Coastal Act, and provide Coastal Commission coastal development permit review of any category of temporary events having the potential for significant impacts to coastal resources; or, eliminate such review of any category of temporary events having no such potential.

V. Definitions.

For purposes of these guidelines, the following definitions shall apply:

a) "Temporary event(s)" means an activity or use that constitutes development as defined in Section 30106 of the Coastal Act; and is an activity or function of limited duration; and involves the placement of non-permanent structures; and/or involves exclusive use of a sandy beach, parkland, filled tidelands, water, streets or parking area which is otherwise open and available for general public use;

b) "Limited duration" means a period of time which does not exceed a two week period on a continual basis, or does not exceed a consecutive four month period on an intermittent basis;

c) "Non-permanent structures" include, but are not limited to, bleachers, perimeter fencing, vendor tents/canopies, judging stands, trailers, portable toilets, sound/video equipment, stages, platforms, movie/film sets, etc., which do not involve grading or landform alteration for installation.

d) "Exclusive use" means a use that precludes use in the area of the event for public recreation, beach access or access to coastal waters other than for or through the event itself.

e) "Coastal resources" include, but are not limited to, public access opportunities, visitor and recreational facilities, water-oriented activities, marine resources, biological resources, environmentally sensitive habitat areas, agricultural lands, and archaeological or paleontological resources.

f) "Sandy beach area" includes publicly owned and privately owned sandy areas fronting on coastal waters, regardless of the existence of potential prescriptive rights or a public trust interest.

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