

CALIFORNIA COASTAL COMMISSION

South Coast Area Office
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Staff: JLR-LB-JR
Staff Report: June 12, 1998
Hearing Date: July 7-10, 1998

STAFF REPORT: REGULAR CALENDAR

APPLICATION NO.: 5-98-157

APPLICANT: Association of Volleyball Professionals (AVP)

PROJECT LOCATION: 100 Pier Avenue, on the beach just north of pier, Hermosa Beach, Los Angeles County.

PROJECT DESCRIPTION: Installation of temporary bleachers (with a total seating capacity of 2,633), staging, tents/canopies, vendor booths, four inflatable advertisements (vary 15'-30' high), seven volleyball courts (30'x60') and shuttle bus service to nearby parking lots for AVP Beach Volleyball Tournament to include admission charge for 25% of the seats (650) to be held on August 14-16, 1998, with set-up August 10-13, and tear-down August 17-18.

| | |
|-------------------|---------------------|
| Project Area | 1.8 acres |
| Parking spaces: | N/A |
| Zoning: | Park and Recreation |
| Plan designation: | Public Beach |
| Ht abv fin grade: | 30 feet maximum |

SUBSTANTIVE FILE DOCUMENTS: City of Hermosa Beach Certified Land Use Plan, CDP No. 6-88-102 (San Diego Pops), 6-91-207 (Knight and Carver), 6-91-73 (22 and Ag District), 5-96-082 (Hermosa Beach), Staff Report for Commission Workshop on Temporary Events Held on January 8, 1997, and CDP No. 5-92-177 City of Hermosa Beach (preferential parking program).

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.

AVP shall provide barricades and cones for use at pre-approved street closures and other areas as deemed necessary by CITY staff.

AVP shall designate area for spectators to store alcoholic beverages.

AVP shall maintain public access openings on the Strand Wall (Pier).

AVP will abide by any additional policies or appropriate fees as established by CITY.

AVP shall be responsible for all prize money, equipment, sound system and personnel necessary for conducting said tournament.

AVP shall set up/tear down between the hours of 8:00 a.m. and 9:00 p.m. on scheduled days.

At CITY'S option, AVP is required to display and permit CITY representatives to present a perpetual trophy to tournament winners following the finals.

CITY RESERVES THE RIGHT TO AMEND AND/OR TERMINATE THIS CONTRACT AT ANY TIME.

CITY OF HERMOSA BEACH


Mayor

4/14/98
Date

APPROVED AS TO FORM


City Attorney

4/14/98
Date

DEPARTMENT OF COMMUNITY RESOURCES


Director

4/14/98
Date

ASSOCIATION OF VOLLEYBALL PROFESSIONALS


Director of Operations

3/31/98
Date

ATTEST


City Clerk

4-14-98
Date

Exhibit G
50f5
5-98-157

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.

The permit is subject to the following conditions:

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 5-92-177. 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 (August 15-16, 1998) between the hours of 7 a.m. to 7p.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 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. 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 5-98-157.

PROCEDURAL NOTE

The project requires a coastal development permit pursuant to Section 30610 (i) of the Coastal Act, and Section II (a-c) of the Guidelines for the Exclusion of Temporary Events from Coastal Commission Permit Requirements adopted 5/12/93, because the proposed temporary event meets all of the following criteria:

- a) The event will be held between Memorial Day Weekend and Labor Day: and,
- b) The event will occupy all or a portion of sandy beach area; and,
- c) The event will 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).

STAFF RECOMMENDATION:

The staff recommends the Commission adopt the following resolution:

I. Approval with Conditions

The Commission hereby grants, subject to the conditions below, a permit for the proposed development on the grounds that the development, as conditioned, will be in conformity with the provisions of Chapter 3 of the California Coastal Act of 1976, 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, is located between the sea and first public road nearest the shoreline and is in conformance with the public access and public recreation policies of Chapter 3 of the Coastal Act, and will not have any significant adverse impacts 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.

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 September 30, 1998. 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.

- h) 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.
- i) The number of metered on-street parking spaces to be exclusively used by personnel for the event and vendors shall not exceed 45 spaces. This means 13th Street only. No other streets may be reserved for event/media use.

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 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 75 feet to the highest water mark. Prior to installation of facilities, the applicant shall stake the location of the bleachers and call the Commission office for an inspection by coastal staff.

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, August 18, 1998.

5. Paid and Reserved Seating

No more than a total of 25% of all seats on any one day shall be reserved either for paid admission tickets or for sponsoring firms or agencies.

the remote parking areas on Saturday and Sunday (August 15-16, 1998) between the hours of 7 a.m. to 7 p.m.; the "headway" time between shuttle service shall be available for both the general public and event spectators.

- c) The plan shall include conspicuously posted, professionally printed, on-street informational signs and banners to direct visitors 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 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 be no smaller than 2'x3'. Type face of the signs shall follow City requirements for on-street traffic signs in size and width. The signs and maps showing location of remote parking shall be available at entranceways of all City beach parking lots.
- 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 stations shall represent all diverse ethnic and cultural Los Angeles radio markets and shall include Spanish Language, youth and new station .
- e) The applicant shall provide advertisement in the sports section of a general circulation daily newspaper and a local newspaper, informing the public of the availability and location of the remote parking and free shuttle service.
- f) Interim traffic control shall be provided along Pier Ave., Valley Drive, Ardmore and Pacific Coast Highway at points, as appropriate, 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 site to the maximum extent possible. The traffic control plan shall be reviewed and approved by the City of Hermosa Beach Police Department.
- g) 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 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

Set-up and promotion for the proposed AVP event will occur from August 10 through August 13, 1998, from 8:00 A.M. to 7:00 P.M. The actual event will be held from 7:00 A.M. to 8:00 P.M. August 14-16, 1998, Friday through Sunday. Play generally ends about 6:00 P.M. each day. Break-down will occur from 8:00 A.M. to 7:00 P.M. Monday and Tuesday, August 17-18, 1998.

The applicant also proposes to provide remote parking at Mira Costa High School and the Hermosa Beach Community Center (total of 503 parking spaces), with one (52 seat) free shuttle bus to transport the public from the remote lots to the event site to be run every 30 minutes. Public parking for the event will also be available in the nearby improved lots and along streets.

B. Objections Received from the Public at Last Year's Event

Last year's event raised objections from the public. The basic concerns were cumulative impacts of temporary events, beach parking, litter, noise, and public safety. The applicant contends that these concerns have been mitigated for this year's event. The opponents objections are as follows:

- a) This event is a commercial use that should not be permitted on a public beach.
- b) The inflated advertising displays are visually intrusive and inconsistent with the County "zero" alcohol provisions.
- c) the event will prevent the public from using the beach because of adverse impacts on parking/circulation.
- d) The scale of the event is too large for this narrow beach.
- e) There is no week-end in summer when there is not a special event.
- f) Heavy equipment used for the set-up and tear-down is not compatible with recreational use.
- g) The shuttle bus system was not properly advertised.
- h) The project generates too much noise.
- i) The generators used for the event create obnoxious odors.
- j) The number and size of the signs, inflatable beer cans and other product replicas and vehicles painted with signs attached result in unacceptable commercialization of the beach.
- k) Charging admission is exclusionary and reserved sponsor seating exceeds 25%.
- i) Signs were illegible: there was lack of information about the remote parking.

Regarding cumulative impacts, objections received from the public at last

IV. Findings and Declarations

The Commission hereby finds and declares as follows:

A. Project Description, Location and Background

The proposed project is for the installation of temporary improvements associated with the AVP Beach Volleyball Tournament to be held on August 14-16, 1998, at Hermosa Beach. The subject site will be located approximately 70 feet north of the Hermosa Beach Pier on sandy beach. The entire set-up/site plan will occupy approximately 1.8 acres of sandy beach. Sale of food, drink and souvenirs is proposed. The equipment on-site includes tour trucks, sponsor trucks, television trucks and a generator, concession truck and trailer, bleachers, camera platforms, stage, P.A. system, an electronic score board, a maximum of four inflatable advertisement displays, flags and eight volleyball courts. The event has received a park use permit issued by the City of Hermosa Beach.

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 45 on-street metered public parking spaces. The center court will have an admission charge for 25% of the seats (650 of the total of 2,633) and the seven outer un-bleached courts are open for public events with no admission fee.

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 located approximately 75 feet landward of the water's edge. A 100' x 100' 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.

Hermosa Beach a more community friendly event. These include the addition of community events and youth activities run in conjunction with our event.

C. Public Access and Recreation

Pursuant to Section 30604(c), every Coastal Development Permit issued for any development between the nearest public road and the sea or the shoreline of any body of water located within the coastal zone shall include a specific finding that such development is in conformity with the public access and public recreation policies of Chapter 3 (commencing with Section 30200). The proposed project must conform to the following Coastal Act policies which encourage public access and recreational use of coastal areas.

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 30211 of the Coastal Act states:

Development shall not interfere with the public's right of access to the sea where acquired through use or legislative authorization, including, but not limited to, the use of dry sand and rocky coastal beaches to the first line of terrestrial vegetation.

Section 30212 of the Coastal Act states, in part:

(a) Public access from the nearest public roadway to the shoreline and along the coast shall be provided in new development projects except where:

Section 30213 of the Coastal Act, a public access policy, requires that the plaza's lower cost visitor and recreational facilities shall be protected and encouraged.

Section 30213 of the Coastal Act states:

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:

year's event stated that temporary events were precluding the public from use of a public beach. Various persons objected to the private, exclusive use of the public beach and that cumulatively, temporary events were precluding the public from use of the beach.

To address the issue of cumulative effects, the City stated that for last year's event only three other commercial (privately sponsored) temporary events are scheduled in the summer between Memorial and Labor Day. The City contends that because of the small number of scheduled commercial events, there will be no significant cumulative impacts on beach access. Following is information provided by the City:

2. There are four (4) commercial events on the beach scheduled between Memorial and Labor Day Weekends on the beach (see attached grid). With the exception of the AVP, no event has requested to charge admission fees for their event. While attendance at each of these events varies, experience has shown that the AVP usually draws up to 6,000 spectators while the remaining events attract approximately 500-2000.
3. The City schedules additional low key recreational activities on the beach each summer such as youth and adult classes and amateur tournaments. Staff has not completed the 1998 program to date but we have tentatively scheduled:

Two AVPO youth tournaments (on weekdays)

One CBVA amateur tournament

These events are for participation only and have a minimal impact on the beach.

The applicant has attempted to mitigate the concerns raised by the public. Following is a summary of the changes as submitted by the applicant for last year's event:

As a preface to the specific points let me say that we have gone to great lengths to make this year's event the best organized, most attractive, and least impactful in recent history. Specifically, we have worked to maximize access to the event area by doing away with perimeter fencing used last year to secure the event venue. In addition to increased access, we will improve on the aesthetic appeal by maintaining an ocean view through the venue. Secondly, we have put a tremendous emphasis on minimizing our impact on existing parking and traffic flow through the more aggressive advertisement and use of our shuttle service. We will mitigate noise impact by changing the direction of public address speaker systems which has required the reconfiguration of the center court area. Finally, we have worked closely (and will continue to do so) with the City of Hermosa Beach to deal most effectively with all these impact issues as well as new programs that will make the US Championships at

done, there has been no significant change in the transportation system serving Los Angeles County Beach Areas.

Most of the urbanized coastline in Los Angeles and Orange Counties is within small cities. In many, like Hermosa Beach, the beach is publicly owned and access is limited by the transportation system, which for people in the Los Angeles basin means the automobile. Many of these small cities, including Hermosa Beach, were subdivided in the time of street railways and have inadequate provisions for cars. The inadequate provisions for cars includes narrow streets and very little off-street parking. Additionally, historic downtown subdivision and development practices have restricted adequate provisions of off-street parking spaces. 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 low to high density.

In order to mitigate these parking conflicts, the City established a preferential beach parking program. On May 18, 1982, the Commission conditionally approved a permit for the implementation of a preferential parking and remote beach parking program for the City of Hermosa Beach. That program reserved street parking for residents and reserved beach parking at seven parking lots located approximately 1/2 mile from the beach. The preferential/remote system approved by the Commission allows preferential parking by permit for residents who live within four blocks of the beach, but is also designed to mitigate the exclusionary effects of the system. This system differs from other systems the Commission has denied because long term remote parking is provided and because non-residents can park on all streets available to the residents either by purchasing day permits or by paying for up to 12 hours at meters. In addition to 533 spaces in seven designated lots, they system includes "unlimited parking" on the City streets east of Loma Drive.

The proposed event is expected to attract over 6,000 persons a day on Saturday and Sunday. A crowd of 6,00 spectators, at the rate of 2-3 spectators per car, will generate a demand for 2,000 to 3,000 parking spaces over and above the normal weekend beach crowds. The proposed event will also utilize 60 metered on-street public parking spaces to be reserved for players, media sponsors, VIP, service trucks and a shuttle drop-off area, and associated with the closure of lower Pier Ave. to be used by vendors. Specifically, the street spaces impacted are 43 spaces on 13th Street between Hermosa Avenue and Beach Drive, 4 spaces on Hermosa Avenue in front of Bank of America for shuttle drop-off and 13 spaces for closure of lower Pier Avenue west of Hermosa Avenue.

All of the public parking spaces proposed to be reserved for the exclusive use of the AVP operations staff and sponsors normally provide public parking for residents and beach goers. The public parking areas provide the public with coastal access and lower cost recreational opportunities which must be protected. Visitors to the area can take advantage of the many waterfront activities, access the coastal bicycle path, go fishing, surf, use the beach, sight see, or shop in town. Many of these activities are free or lower cost visitor and recreational opportunities protected by Section 30213 of the Coastal Act.

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 30233 of the Coastal Act states:

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

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 in two ways: 1) by increasing the demand for public parking in the area while reducing the supply of available public parking, and 2) by restricting the use of a portion of the sandy beach to a specific group of people attending the event; and, in this particular case, access is restricted to only those people willing to pay for a ticket to the event.

In regards to public beach parking, 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 of the Coastal Act states:

The location and amount of new development should maintain and enhance public access to the coast ... (4) providing adequate parking facilities...

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. The additional visitors drawn by the special events can overburden the limited beach parking supplies. When large events draw thousands of additional people to one beach area, there simply is not enough public parking available to accommodate all of the people. Many beach goers who cannot find a parking place may be prevented from using the beach during a large event.

The City of Hermosa Beach addressed the issue of availability of public beach parking by developing a preferential parking program which was reviewed by the Commission through CDP #5-92-177. In review of the proposal, the Commission found the downtown beach/pier area currently serves as a major visitor destination point for recreational purposes. Given this resource, it is important that development be carefully evaluated so as to protect, preserve and enhance public access to these recreational facilities. The Commission recognized parking lots in Los Angeles County are necessary to support recreational uses. Public access to beaches in Los Angeles County is limited by public parking availability. A State Park study published in 1965 identified on-street parking as the principle limitation on public access to publicly owned beaches throughout the County. Since the time the survey was

Therefore, in order to offset the additional demands on public parking generated by the proposed event, the Commission finds that the applicants shall provide a minimum of 1,000 additional free public parking spaces for use by event visitors and beach goers. The 1,000 parking spaces must be provided in addition to any existing free public beach parking spaces, and cannot utilize any of the preferential parking lots which are already designated for public beach parking. Such remote parking facilities, used in association with a free beach shuttle service, will increase the amount of parking spaces available for both beach goers and event attendees. This amount of parking is required in addition to replacing the 60 public beach parking spaces that are proposed to be reserved in the pier area for the exclusive use of the event, or otherwise not available for public use. As conditioned, the Commission finds a total of 1,060 additional parking spaces must be provided through a viable shuttle program to meet the increased demand for public parking associated with staging the event.

Therefore, the permit is conditioned to require the applicant to submit a Parking/Traffic Management Plan. Only as conditioned does the Commission find that the proposed temporary development and event is consistent with the public access and recreation policies contained in the Coastal Act. The information generated through the monitoring effort can be used in future review by the City and the Commission of similar temporary events.

The second way that public access will be affected by the proposed event is the exclusiveness of the proposed temporary use of the beach. As stated, the area to be occupied by the temporary improvements associated with the proposed volleyball event is currently sandy beach with public volleyball courts. The beach area measures approximately 300 feet in width from the pedestrian/bike path to the water edge and extends approximately 1.5 miles in length between Manhattan Beach to the north and Redondo Beach to the south. The project will encroach no closer than approximately 75 feet to the water's edge.

The proposed volleyball event will temporarily displace sandy beach area currently available for public use and will significantly increase the intensity of use of this portion of Hermosa Beach for the duration of the event. However, this short-term loss of beach use will be replaced by a public recreational opportunity designed to enhance the public's use of Hermosa Beach. The City will grant the promoters of the event exclusive use of an area of otherwise public beach. An admission fee for 25% of the seating would be charged for the event.

The applicants claim that this short-term loss of beach use will be replaced by a public recreational opportunity designed to enhance the public's use of the beach. Regarding the fee issue, the opponents of the event have argued that the proposed event is not recreational, but a commercial use which is not appropriate for the public beach because admission fees are collected.

The Commission must review the proposal and consider the impacts on low cost public recreational opportunities such as the sunbathing, surfing, swimming activities generally associated with public beach use. In review of such proposals which clearly represent an increase in intensity of use of an already crowded beach area, the Commission must weigh the benefits of providing a

Traffic problems can also limit people's ability to access the coast. Large temporary events can overburden the local transportation system, especially in small beach cities like Hermosa Beach. The sheer number of spectators drawn to the event, along with the normal summer weekend traffic, can lead to near gridlock conditions on the local roads. The traffic problems are made worse when all of the available parking is used and people are unable to find a place to leave their vehicles. Additionally, the traffic and parking problems also make it extremely difficult for the local residents to access or leave their homes. One common complaint is that visitors illegally park their cars in front of residents' driveways.

In order to provide additional parking facilities for event visitors and beach goers and to mitigate the impact of the event on general public access to the shoreline, the applicant is proposing to provide a free shuttle bus service from the Mira Costa High School parking lot located 1 1/2 miles from the event which contains approximately 450 spaces. The applicant's original submittal also included using a Community Center located approximately a half mile from the site. At a recent meeting with the applicant, staff informed the applicant that the Community Center lot (46 spaces) was public designated to be used for public parking in the City's preferential Parking Program. Subsequently, the applicant modified the project description to not designate the Community Center for remote parking and instead, use the City Hall parking lot containing 53 spaces. However, that lot is also part of the City's Preferential Parking Program.

The Commission finds in order to mitigate the impacts on public beach parking, the applicant, as an minimum, should replace all public beach parking spaces that are removed from public use for exclusive use by the proposed event. Replacement means the provision of alternate parking spaces at a one-to-one ratio. The alternate parking spaces must be available for use by the general public and event spectators. Existing public beach parking facilities may not be identified as replacement parking spaces for the obvious reason that they are already providing public beach parking opportunities. The alternate parking spaces will likely be remotely located, such as the proposed Mira Costa High School, so the provision of replacement parking must include the provision of transportation between the parking areas and the beach areas, i.e. through a shuttle service. The existence of the alternate parking and transportation system must be advertised to adequately inform the public so it will be used efficiently.

The applicant should also provide remote parking to meet at least some of the demands generated by the AVP event itself. For the estimated attendance of 6,000 person per day on Saturday and Sunday, the Commission recognizes it is difficult to identify the amount of parking that should be provided because it is difficulty 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 know how many members of the public that would usually be at the beach are not attending the weekend of the AVP event because they want to avoid the traffic and congestion associated with this event. Therefore, the standard ratio of one parking space for every 2 to 3 persons attending the event may well be unnecessary to accommodate the additional demands from the event itself.

areas and for the compatibility of new and existing development. The event site is located just south of the pier and seaward of the pedestrian promenade and bike path. The area is heavily used by beachgoers, roller-skaters, bicyclists, joggers, and strollers. Therefore, the compatibility of the proposed event and associated development with the surrounding land and water areas within the City is of Commission concern.

This event involves the installation of various structures and inflatable advertisements on the beach. The proposed bleachers will extend to approximately 25 feet in height. The inflatable advertisements will vary from 15-30 feet in height. Last year's event included approximately 2,000 linear feet of perimeter fencing. This year's event does not include any perimeter fencing but does include a 4' high fence around the bleachers and at the entranceways.

Hermosa Beach is a broad flat beach, extending approximately 1.5 miles in length. Views of the beach and ocean are available along the sand, pier and from the pedestrian promenade that runs along the entire length of the beach. Because of the limited area that will be occupied by the event, the large size of the beach, and the fact that the event will be temporary, the project's visual impact will not be significant. As conditioned, the Commission finds the project consistent with Section 30251 of the Coastal Act.

E. Local Coastal Planning

Section 30604(a) also requires that a coastal development permit shall be issued only if the Commission finds that the permitted development will not prejudice the ability of the local government to prepare a Local Coastal Program (LCP) in conformity with the provisions of Chapter 3 of the Coastal Act. As conditioned, such a finding can be made for the proposed development. The City of Hermosa Beach has a certified Land Use Plan. The City's certified LUP designates the subject site as Beach/Park Open Space. Although the City's LUP can be referred to for guidance, approval of the subject development (and of any future developments in original jurisdiction areas) is based solely on consistency with Chapter 3 of the Coastal Act. As noted in the above findings, the subject short-term use of beach, as conditioned, has been found to be consistent with all applicable public access and recreation Coastal Act policies. Therefore, the Commission finds that the approval of the proposed project, as proposed and conditioned herein, will not prejudice the ability of the City of Hermosa Beach to complete a fully-certifiable LCP.

F. Consistency with the California Environmental Quality Act (CEQA).

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 impact which the activity may have on the environment.

public recreational opportunity, such as the event proposed, against its impacts to public access and parking. The Commission must also consider whether the charging of a fee for admission to the event negate the benefit of the public recreational opportunity to the point that the adverse impacts to parking and access cannot be rationalized.

In this particular case, the Commission can find the proposed volleyball event an appropriate temporary use of public beach for the following reasons. The 1.8 acre area devoted to the event is small relative to the size of Hermosa's 50 acre beach area. The applicant is proposing to charge an admission fee for 25% of the seats, consistent with the Commission's guidelines for temporary events. Furthermore, this particular event has been a yearly event. The tournament has been occurring at this site for at least ten years. In the past, only up to 25% of the courtside seating was available for paid admission. However, last year the Commission approved an AVP permit that include no fee for all the seating.

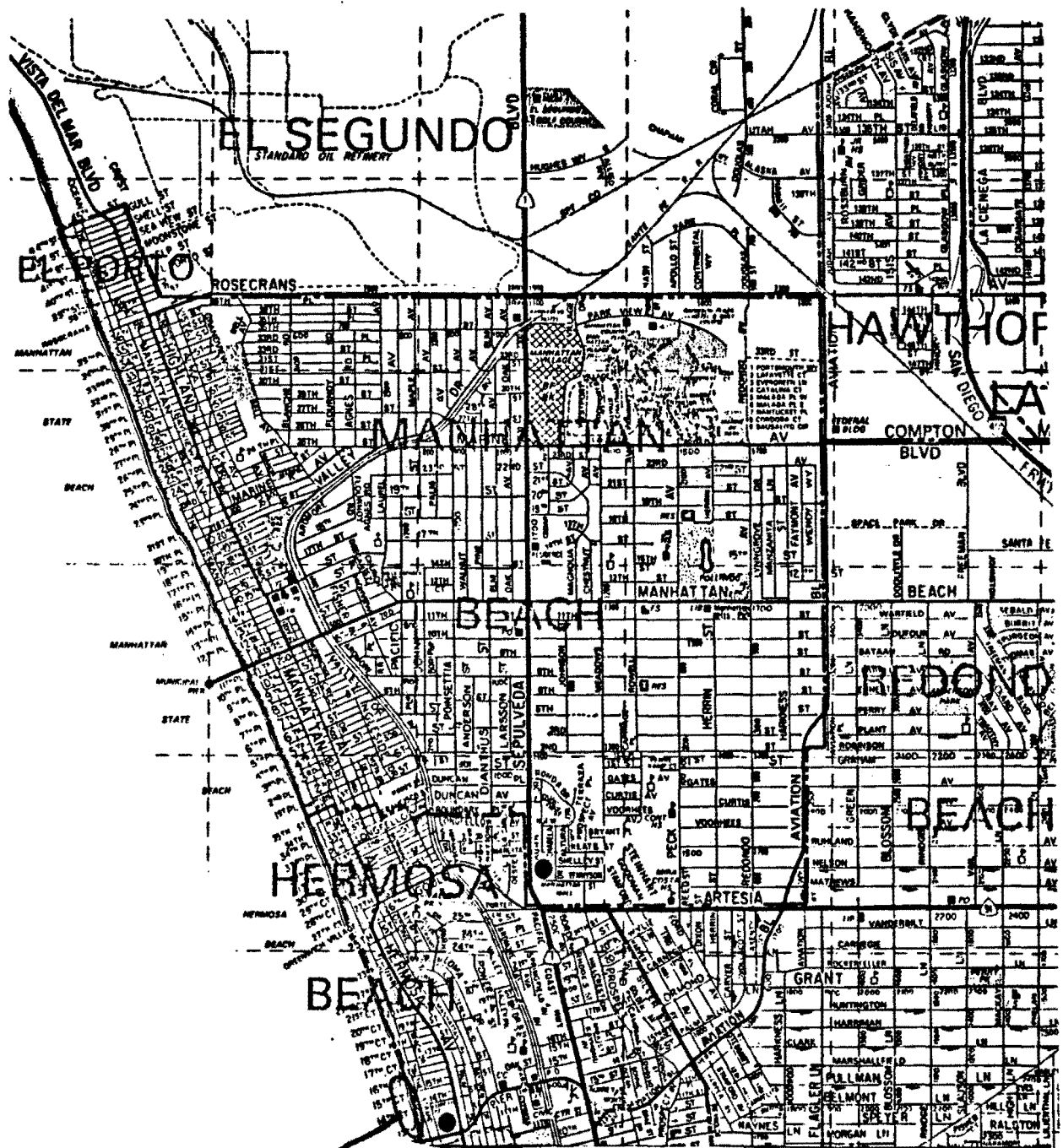
Additionally, pedestrian access to and along the beach and to the pier will continue to be available along and around the perimeter of the tournament site. Because of the broad width of the beach, there will also continue to be available lateral access along the shoreline. The project will encroach no closer than approximately 75 feet to the water's edge. The project is also conditioned to prohibit the proposed event from interfering with the public's use of the pier, The Strand or the bicycle path, which runs next to the event site. The bicycle path provides coastal access to cyclists from many surrounding areas.

In addition, all of the 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, August 18, 1998. The opponents claim that it took several days for the event improvements to be removed from the beach in 1996, thus precluding public use of the beach until the site was restored to public use.

The Commission is concerned, however, about the cumulative effect of allowing all temporary events to charge a fee for admission. If such a trend should continue for more events, the effect to public access opportunities may become more significant. The Commission has addressed the issue of charging admission for events on the beach through adoption of guidelines which require a coastal development permit for any temporary event proposed on the beach, in the summer, for which an admission fee is charged. Therefore, approval of this event with an admission charge for 25% of the seats will not establish a precedent for unregulated of many other similar events. Each proposal must be reviewed individually, taking into consideration the specific site conditions and project components to access the appropriateness of the event at the proposed time and location, to determine the degree of adverse effect and its required mitigation. Therefore, the Commission finds approval of the admission charge, in this particular case, will not set an adverse precedent or conflict with the public access and recreation provisions of the Act.

D. Visual Impacts

Section 30251 of the Coastal Act provides for the protection of scenic coastal



5-98-157

Exhibit A
5-98-157

The proposed project has been conditioned in order to be found consistent with the public access and recreation policies of the Coastal Act. Mitigation measures to submit a Parking/Traffic Management plan and to restore the site after the event will minimize all adverse impacts. As conditioned, there are no feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment. Therefore, the Commission finds that the proposed project can be found consistent with the requirements of the Coastal Act to conform to CEQA.

JLR:bll

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5-98-157
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COASTAL COMMISSION

Exhibit C
5-98-157

SECTION
GENERAL ADMISSION
RESERVED END ZONE
RESERVED SIDELINE

LOCATION
GRANDSTAND BLEACHER
ROWS 1-5, END ZONES
ROWS 1-6, SIDELINES

OF SEATS
VARIES
255
673

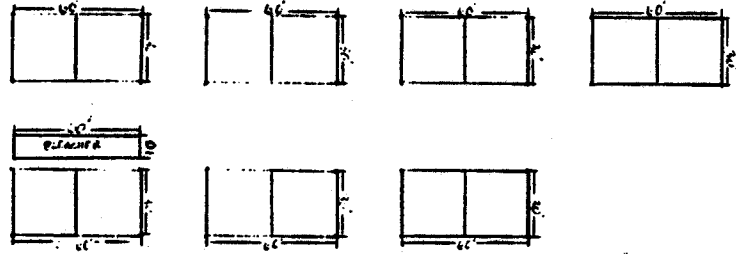
FRIDAY \$6
SATURDAY \$10
SUNDAY \$12
2 DAY PASS \$20
3 DAY PASS \$25

EVENT LOCATION

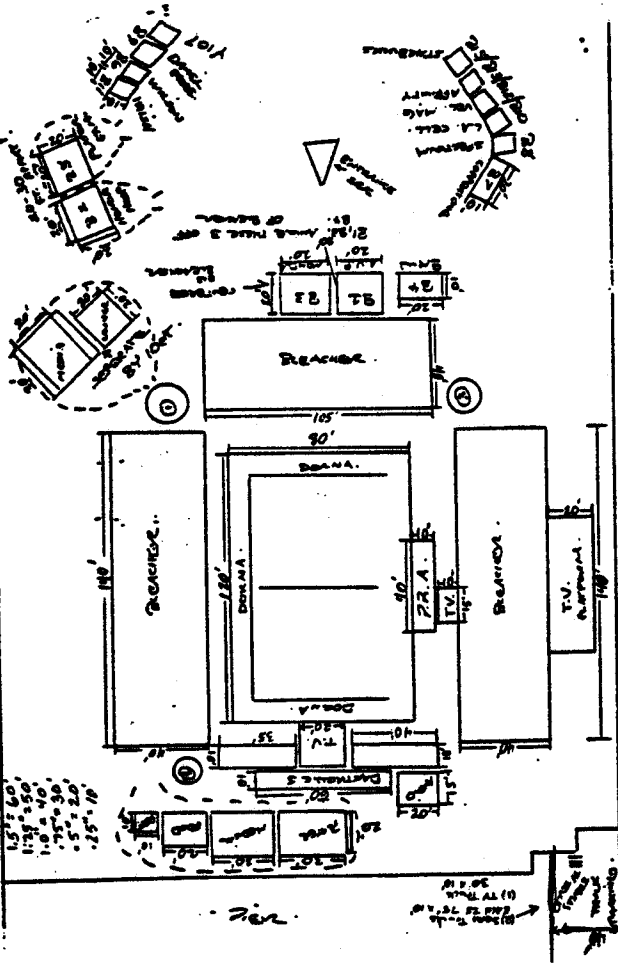
PLAYERS BOX
PLAYERS BOX

OCEAN

OCEAN



7 Vending Units
60' x 30'

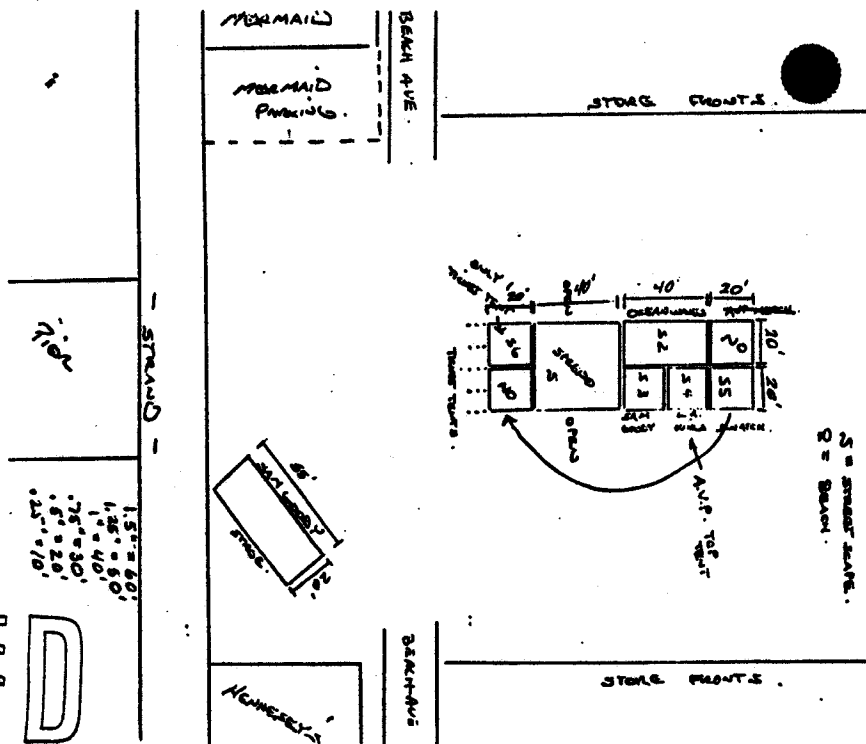


STRAND

STRAND

STRAND

STRAND



S = STREET LIGHT
O = BEACH

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MAY 1 1998

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COASTAL COMMISSION

Exhibit B
5-98-15



Association of Volleyball Professionals

"The World's Best"

starting time until two hours after the events scheduled ending time. The AVP will create and post signs in various locations communicating clearly the location of additional parking spaces for the days of the tournament. All parking lot attendants will be clearly informed as to where the additional parking is located so they may more easily assist all visitors to the beach.

- The event production and TV production will only take up four public parking spaces. In addition, the City permits the AVP use of 45 metered parking spaces on 13th Street between Hermosa Avenue and Beach Drive for player and media parking. The AVP pays the City for the use of these parking spaces.
- 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, August 14th and 3500 per day on Saturday and Sunday, August 15th and 16th.
- The Miller Lite US Championships at Hermosa Beach will begin on Friday, August 14th at 9:30am-6:00pm. Saturday, August 15th will be run from 9:30am-6:00pm. Sunday, August 16th 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 only fencing used on site is "snow fencing" 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

Exhibit D
2 of 3

5-98-157



Association of Volleyball Professionals

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April 15, 1998

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

5765C
5-98-157
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APR 17-1998
CALIFORNIA
COASTAL COMMISSION

Dear California Coastal Commission,

The AVP is requesting approval for its Pro Beach Volleyball Tournament in Hermosa Beach (North of the Pier) on 8/14-8/16. This is a professional two-man beach volleyball tournament. The world's best players from the Association of Volleyball Professionals (AVP) participate in the 20th stop of the Miller Lite/AVP Pro Beach Volleyball Tour. A 48 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 NBC. The AVP has made every effort to scale down the impact of this event and maximize access. All other elements of this event will remain the same as in past years with the exception of eliminating a temporary fence around the events perimeter for the weekend.

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

- The fence that was erected around the event in previous years has been totally eliminated.
- Set-up is Monday, August 10th through Thursday, August 13th from about 8:00am to 7:00pm daily. Tear down is Monday, August 17th and Tuesday, August 18th from approximately 8:00am to 7:00pm.
- The AVP will again be providing a shuttle service free of charge to the public that transports the public to the event after they have parked at either Mira Costa High School or The Hermosa Beach Community Center. The shuttle will run daily from approximately two hours before the events' scheduled

Exhibit D
1 of 3
5-98-157



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MAY 26 1998

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COASTAL COMMISSION

May 21, 1998

Via Facsimile and U.S. Mail

Mr. Jim Ryan
California Coastal Commission
200 Oceangate, Suite 1000
Long Beach, CA 90802

Re: Association of Volleyball Professionals - Hermosa Beach
No. 5-98-157

Dear Mr. Ryan,

This is to address issues discussed in our phone conversation regarding the application for the Miller Lite US Championships at Hermosa Beach.

- The assessors parcel maps are being re-drawn to exclude all roads, thus encompassing more individuals in the noticing process. As soon as I receive the new maps I will forward them to your attention immediately.
- With regard to the City contract which states that the City shall permit two street banners, the AVP will have two street banners created that will indicate the event dates and the parking arrangements. The AVP has not yet begun plans for the street banners, but I have enclosed a draft of what we would like to see on the banner.
- With regard to the site diagram stating "200' minimum bleachers to ocean," this was not written by the AVP. After speaking with Charlie Swartz at the Building and Planning Department it seems that he received that requirement from your office. I have also contacted Joe Mankawich at the Public Works Office who has informed me that there is approximately 440' from the wall to the tide line. It is my understanding that the AVP has always maintained a distance of 70'-100' from the ocean, and not obstructing the lifeguard towers. It is the intention of the AVP to maintain the same distance to the ocean as in years prior. If there has been a change in regard to this distance please let us know immediately.
- The site diagram has been re-drawn to show the intended inflatables for the event weekend. Initially it was stated that there would be (3) three inflatables, the AVP is contracted to provide (4) four inflatables for sponsors. I have updated the site diagram to include the additional inflatable. The four inflatables are: Wilson Volleyball, Miller Lite/AVP Tour Volleyball, Coppertone Suntan Lotion Bottle, Sunkist Soda Can.

Exhibit E
1046
5-98-157



Association of Volleyball Professionals

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the regular snow fencing is approximately 4 feet, however, the snow fencing used on the back of the bleachers is 6 feet high.

- The event will cover an on beach area of approximately 1.8 acres.
- In 1996 approximately 2000' of snow fencing was installed around the perimeter of the venue. This year there will be no perimeter fencing.

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

Thank You,

Keith Stockwell

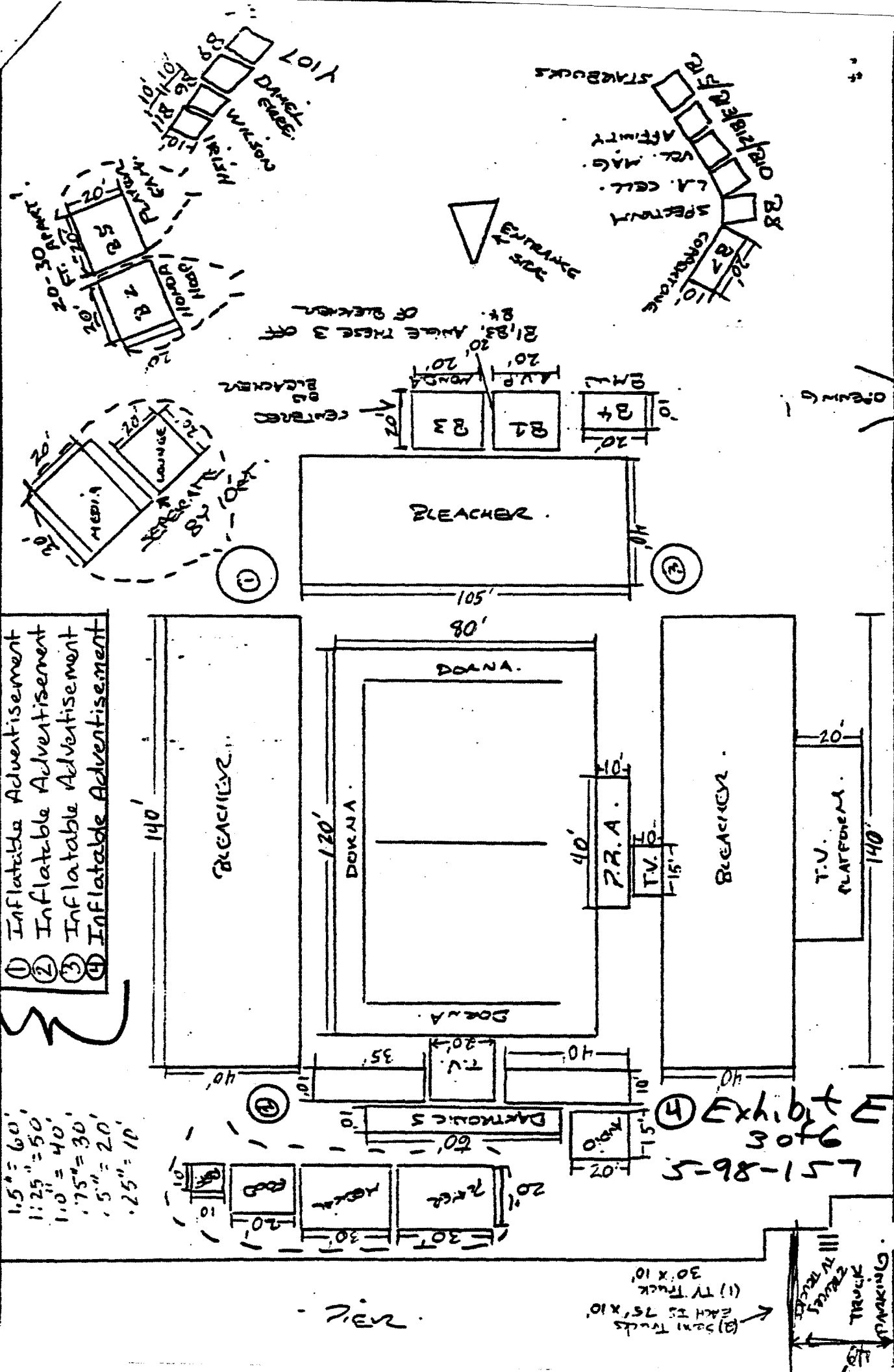
Exhibit D
3 of 3
5-98-157

DEAR

- ① Inflatable Advertisement
- ② Inflatable Advertisement
- ③ Inflatable Advertisement
- ④ Inflatable Advertisement

- ① Inflatable Advertisement
- ② Inflatable Advertisement
- ③ Inflatable Advertisement
- ④ Inflatable Advertisement

$1.5'' = 60'$
 $1.25'' = 50'$
 $1.0'' = 40'$
 $.75'' = 30'$
 $.5'' = 20'$
 $.25'' = 10'$





Association of Volleyball Professionals

"The World's Best"

Wilson Volleyball - 30' high
Miller Lite/AVP Tour Volleyball - 30' high
Coppertone Suntan Lotion Bottle - 15' high
Sunkist Soda Can - 25' high

- With regard to parking signs we intend to use the sandwich board signs that were obtained from the Chamber of Commerce last year. In addition, the AVP will create numerous parking signs to be placed around the event area. After speaking with Pam Emerson, the AVP will try and concentrate parking signs on Hermosa Ave. and Pier Ave., but will not exclude other streets. Public Parking Lots will also have signage indicating where remote event parking is located. Please find the attached draft of parking signage for the Hermosa Beach event weekend.

Thank you for your time and assistance in helping the AVP prepare application No. 5-98-157. Please contact me with any questions at (310)577-0775 ex. 321.

Sincerely,

Keith Stockwell

Exhibit E
2 of 6
5-98-157

STREET DRIVER

Street Banner

PRO BEACH VOLLEYBALL

PRO BEACH VOLLEYBALL



Association of Volleyball Professionals

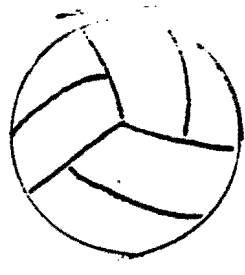
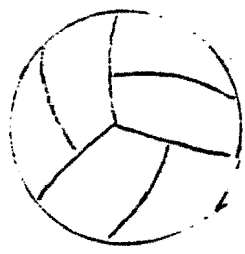
"The World's Best"

MILLER LITE U.S. CHAMPIONSHIPS

AT

HERMOSA BEACH

AUGUST 14-16



FREE REMOTE PARKING

AT

HERNOSA BEACH COMMUNITY CENTER

FREE SHUTTLE SERVICE

EVENT

FREE PARKING 4-98-157
Exhibit 1
4-98-157

Parking Signs

AUGUST 14-16 - HERMOSA BEACH

FREE • FREE

REMOTE PARKING & SHUTTLE SERVICE

- MIRA COSTA H.S. — HERMOSA BEACH COMMUNITY •
ADDRESS ADDRESS CENTER

SHUTTLE RUNS FROM 7:30 AM - 8:00 PM Fri + Sat.
SHUTTLE RUNS FROM 7:30 AM - 5:00 PM Sun.

Exh. 6
406
5-98-157

PROVIDED BY THE ASSOCIATION OF VOLLEYBALL PROFESSIONALS

| TICKET PRICE | FRIDAY | SATURDAY | SUNDAY | 2 DAY PASS | 3 DAY PASS |
|----------------------|--------|----------|--------|------------|------------|
| RESERVED END ZONE | \$8 | \$15 | \$20 | \$30 | \$35 |
| RESERVED SIDELINE | \$10 | \$20 | \$25 | \$40 | \$45 |

GENERAL ADMISSION SEATING WILL BE FREE

** TOTAL PAGE.002 **

Exhibit F
5-98-157



Association of Volleyball Professionals

"The World's Best"

DESIGN SPECS OF THE PARKING SIGNS & STREET BANNERS*

PARKING SIGNS

- APPROXIMATELY 4' LONG X 2' WIDE
- LARGE BOLD FACE TYPE
- BRIGHT COLORS TO ATTRACT ATTENTION

STREET BANNERS

- APPROXIMATELY 6'-8' LONG X 3'-4' WIDE
- LARGE BOLD FACE TYPE
- BRIGHT COLORS TO ATTRACT ATTENTION

* THESE ARE STRICTLY PROPOSED IDEAS. THIS IS AN IDEA OF WHAT THE AVP WOULD LIKE TO DO.

Exhibit E
6 of 6
5-98-157

SECURITY

CITY shall establish a command post in the immediate vicinity of the tournament. The command post shall be staffed at all times with one (1) representative of the Hermosa Beach Police Department and one (1) representative of AVP.

AVP shall provide no less than ten (10) security officers. Said Officers shall wear identifiable uniforms that indicate a separate identity from other tournament staff.

A representative of the security staff shall meet with the Hermosa Beach Police Department Watch Commander prior to the tournament for a pre-event briefing.

The private security staff shall be responsible primarily for informing spectators of CITY'S alcohol ordinance.

CITY shall provide Officers for the event as follows: On Friday and Saturday one (1) Sergeant and two (2) Officers from 10:00 a.m. – 6:00 p.m., and on Sunday one (1) Sergeant and two (2) Officers from 10:00 a.m. – 3:00 p.m., or as many Officers as deemed necessary by the Chief of Police.

CITY shall provide one (1) Fire/Paramedic personnel for the event or as many firefighters as deemed necessary by the Fire Chief.

Cost of Officers and Fire/Paramedic personnel shall be assumed by AVP.

CLEAN-UP

AVP shall use a professional maintenance service to clean the following areas each day of the tournament:

- The Beach and Strand, from 8th Street to 15th Street
- Pier Avenue, from Strand to Monterey Avenue

The maintenance service shall be responsible for hauling the trash outside the CITY following the tournament.

AVP shall provide additional trash receptacles at the following locations:

- Beach (impacted area)
- Strand (impacted area)
- And, additional trash receptacles as CITY requires.

AVP shall use Browning-Ferris Industries to provide: One (1) 30 yard roll-off trash bin on 13th Street at Beach Drive and six (6) portable toilets that includes one (1) handicap toilet at the base of the Pier on the south side. CITY staff will determine if additional toilets are needed.

AVP shall take necessary steps to encourage participants and require sponsors to utilize recycling bins for appropriate materials. AVP shall make arrangements for such bins.

Exh. bit G
2 of 5
5-98-157

5-98-157

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APR 17 1998
CALIFORNIA
COASTAL COMMISSION

ASSOCIATION OF VOLLEYBALL PROFESSIONALS
CITY OF HERMOSA BEACH
COMMERCIAL BEACH EVENT CONTRACT

This contract is entered into on March 10, 1998, at Hermosa Beach, California by and between the ASSOCIATION OF VOLLEYBALL PROFESSIONALS (AVP) and the CITY OF HERMOSA BEACH (CITY) with regards to the AVP - U.S. CHAMPIONSHIPS & FESTIVAL on AUGUST 14-16, 1998.

FEES

Event fee shall be \$3,346.00 per day plus set up/tear down fee of \$200 per day.

The \$500 application deposit will be applied toward the permit fee and will be refunded only if the permit request is denied by CITY.

All predetermined costs/fees shall be paid two weeks prior to the tournament."

All unanticipated costs incurred by CITY on behalf of the tournament shall be paid within 15 days of receiving an invoice from CITY.

ADMISSION FEES

Pending Coastal Commission approval, AVP may charge admission for less than 25% of the available seating for the Men's U. S. Volleyball Championships:

CITY will be provided with a fee scale chart two weeks prior to the tournament.

AVP agrees to pay CITY \$4,000 or 25 percent of the gross admission revenue, whichever is greater.

AVP agrees to furnish records and make payment of \$4,000 to CITY two weeks prior to the tournament and make additional payments, if applicable within two weeks after the tournament.

CITY reserves the right to audit any and all financial records of AVP specific to priority seating for the tournament.

CITY will receive a final copy of the tournament revenue and expenditures in regards to priority seating ticket sales within seven (7) days of the end of the tournament.

LOCATION

- ☐ On Beach, North of the Pier
- ☐ Lower Pier (plaza).
- ☐ Tournament operations and staging are subject to change if necessary due to CITY construction.

Exhibit G
10 f5 3

5-98-157

CITY shall permit AVP to display six (6) large replicas of their product. CITY staff shall have final approval of said replicas and determine location.

PARKING

AVP shall be required to post temporary "No Parking" signs 24-72 hours in advance of event (as directed by CITY), and be responsible for the removal of signs on final event day. AVP shall use plastic cable ties to secure the signs.

AVP shall be required to make announcements indicating: 1) where there is free parking; and, 2) that CITY will strictly enforce all traffic and parking regulations.

AVP shall provide a shuttle bus service from a major satellite point(s) on the outskirts of or outside of CITY. AVP shall provide directional signs and advertisement which shall be approved in advance by CITY. Information regarding shuttle bus service shall be included in all tournament advertisements.

At no time may AVP block emergency vehicle access. Parking privileges may be revoked at anytime by CITY.

SPECIAL EVENTS

CITY shall review all requests for any special events to be held as part of the tournament. CITY shall have the right to deny all requests.

Pier Avenue west of Hermosa Avenue to Strand will be reserved for AVP event vendor booths and Hermosa Beach merchant participation. The CITY shall have final approval of the street closure to ensure there is benefit for Hermosa Beach Businesses.

ADDITIONAL PROVISIONS/RESPONSIBILITIES OF CITY

CITY reserves the right to use the stadium for civic or recreational events or activities.

CITY shall allow AVP the opportunity to sell official AVP tournament concession items pursuant to certain conditions:

- No food or beverage concessions shall be permitted on the Beach; and,
- All concession items must be approved by CITY prior to event.

ADDITIONAL PROVISIONS/RESPONSIBILITIES OF AVP

AVP shall be responsible to obtain all necessary County and State health permits as required.

AVP will be required to obtain an amplification permit from CITY.

Event shall be conducted in compliance with CITY Noise Ordinances. Ordinances are on file at the Department of Community Resources.

AVP will be solely responsible for event management.

AVP shall be responsible to protect the lower Pier (plaza) surface per the Department of Public Works.

Exhibit G
4 of 5
5-98-157

LOS ANGELES COUNTY DEPARTMENT OF BEACHES AND HARBORS SERVICES

CITY shall make any necessary contacts on behalf of the event with the Los Angeles County Department of Beaches and Harbors.

AVP shall assume all costs for any additional lifeguards each day of tournament if required by Los Angeles County Lifeguards.

If AVP desires any County services, they must process their request through CITY. Any costs for County services will be borne by AVP.

INSURANCE

At least ten (10) days prior to the event, AVP shall provide CITY a Certificate of Insurance providing personal injury and property damage liability insurance naming CITY, and County of Los Angeles, their officers, employees and agents as additional insured with a minimum coverage of \$2 million combined single limit coverage. Said insurance shall not be canceled or altered without 30 days notice in writing to CITY and County.

AVP insurers shall be primarily responsible for any and all liability resulting or arising from the performance of the contract and CITY and County and their insurers shall not be required to contribute.

For insurance purposes, the event area shall be defined to include any and all areas occupied or affected by the event.

AVP agrees to defend, indemnify, and hold CITY and County of Los Angeles harmless from and against any and all liability and expense, including defense costs and legal fees, caused by the negligent or wrongful act or omission of AVP, its agents, officers and employees, including, but not limited to, personal injury, bodily injury, death and property damage.

CO-SPONSORS

A fee of \$100 each shall be charged for all co-sponsors; with each co-sponsor permitted one display booth. All co-sponsors must meet with CITY approval prior to event.

ADVERTISING

AVP shall be required to make announcements informing spectators of CITY'S alcoholic beverage ordinance as deemed necessary by Hermosa Beach Police. Signage regarding CITY'S alcohol ordinance shall be required by AVP. CITY staff shall determine criteria for size, wording and locations for postings.

All sponsor signs, props, product facsimiles, etc. deemed necessary by AVP to identify the event, shall be approved as to location and content by CITY. CITY will not unnecessarily deny said approval and will not curtail certain constitutional rights of AVP.

CITY shall permit two street banners to be posted for tournament. Cost of installation shall be the responsibility of AVP.

Exhibit G
3 of 5
5-98-157