

CALIFORNIA COASTAL COMMISSION

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F16e

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STAFF REPORT: REGULAR CALENDAR

Application No.: 5-17-0255

Applicants: World Series of Beach Volleyball, LLC and City of Long Beach

Agents: Jeff Pace, Management Plus Enterprises, Inc.
Tasha Day, City of Long Beach Special Events

Location: Alamitos Beach, on the public beach near 700 Shoreline Drive, City of Long Beach (Los Angeles County)

Project Description: World Series of Beach Volleyball event to be held on approximately 30 fenced acres of Alamitos Beach in downtown Long Beach from July 13 to 16, 2017. The project involves temporary construction of a 1,934-seat stadium for professional volleyball competitions with free general admission to the event area for the duration of the event. Admission to Stadium Court will be 100% free on Thursday, 87% free on Friday, and 10% free to the general public on Saturday and Sunday. A live music concert will be held evening of Saturday, July 15, 2017 with admission charged for 100% of seats. Set-up of temporary facilities will begin July 5, 2017. All trash, debris and temporary facilities will be removed from the beach and adjacent areas no later than noon on Saturday, July 22, 2017.

Staff Recommendation: Approval with conditions

SUMMARY OF STAFF RECOMMENDATION

The proposed project is the 2017 World Series of Beach Volleyball, a professional beach volleyball competition, which will take place Thursday, July 13 through Sunday, July 16, 2017 on Alamitos Beach in downtown Long Beach. The event includes a professional, Olympic caliber 2-person volleyball tournament (spectator-based), a 4-person social amateur tournament open to the public, a 6-person social amateur tournament, a youth national championships tournament, concession booths and live music.

The event includes a Sponsor Village, Outer Competition Courts and Stadium Court. Seating capacity in Stadium Court is approximately 1,934, which includes 276 Courtside/Premium seats, a 1,358 General Seating area, and a 300-seat VIP/Hospitality section (not open to the public). A courtside Fan Zone inside Stadium Court will be available free to the public on a first-come, first-serve basis for all days of the event. The number of matches that will be played per day in the Stadium include 28 matches on Thursday, 28 matches on Friday, 5 matches on Saturday, and 3 matches on Sunday. The applicants propose that all (100%) matches on Thursday be free to the general public. For Friday they are proposing an admission be charged for the Courtside/Premium seats in Stadium Court but all other seating and areas of the event will be free to the general public (approximately 83% of the seating free). For Saturday and Sunday they are proposing that at least 10% of the total seating capacity in Stadium Court will be available to the general public for free on a first-come, first-serve basis in the Fan Zone, and that the remaining 90% (or less) of the total seating capacity at Stadium Court (General and Courtside/Premium Seating) will be subject to an admission fee; however, all remaining areas of the event will remain free to the general public the entire time. Therefore, admission would be charged for 90% of the Stadium capacity for 8 of the 64 matches, which means that approximately 87% of the matches will have a majority of the seating in Stadium Court available free to the general public for the duration of the event. The proposed admission fee, when there is a charge, will be \$10.00 per person on Saturday and Sunday for General Seating. Tickets for Courtside Seating will be available for purchase for \$50.00 a piece on Friday, and \$60.00 a piece on Saturday and Sunday. Premium seating inside the stadium and discounted ticket packages are also proposed to be available for fans to purchase either in advance online or the day of the event. Children under the age of 5 and Military personnel (with a valid military I.D.) would be admitted to the General Seating area free of charge. Tickets to the live music performance on the evening of Saturday, July 15 are proposed to be sold for 100% of the event capacity.

The event is proposed to occupy approximately 30 acres of beach area, between the water and the beach bike path. While the area set aside for the event will be located at least 50 feet inland of the high tide line, and will not interfere with lateral access to the beach, the applicants are proposing to fence the entire area for the tournament, including some existing public volleyball courts. The applicants state that if a member of the public wishes to access the beach, that person will not be charged a fee and will be able to walk through the event area to the water. The event will not interfere with the public's access to and use of the bicycle path.

Because the proposed event area is located on state tidelands, it falls within the Commission's area of original jurisdiction and the applicants must obtain a coastal development permit from the Commission. A permit is required for this year's event because it involves erection of a fence on

the public beach and a general admission fee; therefore, special conditions are necessary to protect public access.

Staff is recommending **approval** of the coastal development permit with **seven (7)** special conditions. The special conditions include: **1) Duration of Permit; 2) Shoreline Access; 3) Admission Fees; 4) Parking Management Plan; (5) Bicycle/Pedestrian Route; 6) Water Quality; and 7) Lighting Design.**

TABLE OF CONTENTS

I. MOTION AND RESOLUTION	5
II. STANDARD CONDITIONS	5
III. SPECIAL CONDITIONS	6
IV. FINDINGS AND DECLARATIONS	8
A. PROJECT DESCRIPTION & EVENT HISTORY	8
B. PUBLIC ACCESS & RECREATION	11
C. MARINE RESOURCES.....	16
D. DEVELOPMENT	16
E. ENVIRONMENTALLY SENSITIVE HABITAT AREAS	16
F. LOCAL COASTAL PROGRAM (LCP)	17
G. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)	17

APPENDICES

Appendix A – Substantive File Documents

EXHIBITS

[Exhibit 1 – Vicinity Map](#)

[Exhibit 2 – Site Plan](#)

[Exhibit 3 – Stadium Plan](#)

[Exhibit 4 – Ticketing Plan](#)

[Exhibit 5 – Parking Plan](#)

[Exhibit 6 – Bike Valet Parking Plan](#)

[Exhibit 7 – Lighting Plan](#)

[Exhibit 8 – Trash & Recycling Plan](#)

[Exhibit 9 – Live Music Plan](#)

I. MOTION AND RESOLUTION

Motion:

*I move that the Commission **approve** the Coastal Development Permit Application No. 5-17-0255 subject to the conditions set forth in the staff recommendation.*

Staff recommends a **YES** vote on the foregoing motion. Passage of this motion will result in conditional approval of the permit and adoption of the following resolution and findings. The motion passes only by affirmative vote of a majority of the Commissioners present.

Resolution:

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

II. STANDARD CONDITIONS

This permit is granted subject to the following standard conditions:

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

5. **Terms and Conditions Run with the Land.** These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

III. SPECIAL CONDITIONS

This permit is granted subject to the following special conditions:

1. **Duration of Permit.** Coastal Development Permit 5-17-0255 shall only extend to:
 - a. The World Series of Beach Volleyball and associated events to be held from Thursday, July 13 through Sunday, July 16, 2017;
 - b. Set-up and timely removal of those temporary facilities necessary to stage the event. Set-up will begin Wednesday, July 5 and continue until Wednesday, July 12. Removal of facilities will begin after competition ends Sunday, July 16. All facilities will be entirely removed from the beach, Alamitos Beach parking lot and Marina Green by noon on Saturday, July 22, 2017.

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

2. **Shoreline Access.** Public access to the beach will be maintained during the entire event. Although a temporary fence will be installed around approximately 30 acres of public beach on state tidelands, the public will be able to attend the professional volleyball competition for free. Members of the public will be able to walk through the site to get to the shoreline and beach closest to the water. The fence surrounding the event site will be located at least 50 feet inland of the high tide line. Lateral access along the shoreline shall not be impeded by the event ([Exhibit 2](#)).
3. **Admission Fees.** The permittees shall establish an Information Booth at the front entrance to the event site to educate volleyball fans and beach-goers about the event and ticketing schedule. The permittees shall also post a "Free General Admission" sign on the fence line at the main entrance.

The permittees shall implement the proposed Ticketing Schedule to Stadium Court and the general public shall be provided with free public access to viewing and seating areas within the event area for each match as specified herein. All matches on Thursday are to be free to the general public. On Friday the permittees are allowed to charge an admission for the Courtside seats in Stadium Court but all other seating and areas of the event will be free to the general public. For Saturday and Sunday at least 10 percent of the total seating capacity in Stadium Court shall be available to the general public for free on a first-come, first-serve basis. The remaining 90 percent (or less) of the total

seating capacity at Stadium Court may be subject to an admission fee. The permittees are permitted to collect fees to access these seating areas, however all other areas of the event (except Stadium Court) will remain free to the general public. On Saturday and Sunday (July 15-16, 2017), the permittees shall count and record the number of persons in seating subject to an admission fee within the event area, and shall provide the Commission with the data by August 15, 2017. ([Exhibit 4](#))

4. **Parking Management Plan.** The permittees shall implement the proposed Parking Management Plan in cooperation with the City of Long Beach and Long Beach Transit. Changeable message signs shall direct event attendees to appropriate parking facilities ([Exhibit 5](#)).
5. **Bicycle/Pedestrian Route.** The temporary event facilities (i.e., stadium, tents, fencing, truss bridge, etc.) shall be sited so as not to interfere with the public's use of the east-west regional bicycle and pedestrian route that crosses the Downtown Shoreline area (connecting the Los Angeles River Bike Trail to the Beach Bike Path). If temporary closure of the bicycle and pedestrian path is necessary during installation or tear-down of equipment, a 5-minute interruption of traffic on the pedestrian and bicycle route is authorized with a flagman or woman to stop bicycle and pedestrian traffic. A free valet bicycle parking program shall be in operation next to the event site from 9 am to 7 pm on Friday, 9 am to 10 pm on Saturday, and 9 am to 5 pm on Sunday, July 14 to 16, 2017. ([Exhibit 6](#))
6. **Water Quality.** By acceptance of the permit, the permittees agree to remove and legally dispose of all trash, waste, oil, grease, and other materials that may be deposited within the event area incidental to public use of the Marina Green Park, the beach, and adjacent parking facilities. The permittees shall surround all fuel storage areas with a double layer of sand or gravel bags to contain any fuel that is spilled and keep absorbent spill clean-up materials on hand in the event of a spill. The permittees shall implement the proposed program to collect and recycle beverage containers ([Exhibit 8](#)).
7. **Lighting Design.** The permittees shall implement the proposed Lighting Plan on Saturday, July 15, 2017 from 6:30pm to 10:00pm ([Exhibit 7](#)). In addition, nighttime lighting shall be minimized to levels necessary to provide pedestrian security. All nighttime lighting shall be shielded and directed downward. Up-lighting is prohibited. Use of "event" searchlights or spotlights shall be prohibited. Structures, including concession and merchandise tents, shall be designed to minimize light spillage and maximize light shielding to the maximum extent possible. Red lights shall be limited to only that necessary for security and safety warning purposes.

IV. FINDINGS AND DECLARATIONS

A. PROJECT DESCRIPTION & EVENT HISTORY

The proposed project is the 2017 World Series of Beach Volleyball, a professional beach volleyball competition, which will take place Thursday, July 13 through Sunday, July 16, 2017 on Alamitos Beach in downtown Long Beach ([Exhibits 1-2](#)). For the fifth year, organizers of the event plan to construct a temporary multi-level stadium with a maximum height of 40 feet on the public beach close to the ocean. A courtside Fan Zone inside Stadium Court will be available free to the public on a first-come, first-serve basis for all days of the event. General event admission and access to the General Seating area of the Stadium (approximately 1,358 seats) will be free on Thursday and Friday, and \$10.00 a piece on Saturday and Sunday. Tickets for Courtside Seating (approximately 276 seats) will be free on Thursday and available for purchase for \$50.00 a piece on Friday, and \$60.00 a piece on Saturday and Sunday. At least 10% of the tickets available for the Stadium Court events on Saturday and Sunday will be free to the general public on a first-come, first-serve basis (Fan Zone). ([Exhibit 4](#); Table 1) Premium seating inside the stadium and discounted ticket packages are also proposed to be available for fans to purchase either in advance online or the day of the event. Children under the age of 5 and Military personnel (with a valid military I.D.) would be admitted to the General Seating area free of charge. Tickets to the evening live music performance on the evening of Saturday, July 15 will be sold for 100% of the event capacity. The concert will take place in the evening after peak beach use. Subject to state approval, alcoholic beverages will be sold within the fenced event site. VIP seating areas (approximately 300 seats) will be reserved for sponsors, officials and partners, and will not be available to the general public.

Table 1: Day-of Ticket Schedule for Stadium Court ([Exhibit 4](#)).

Event Day	General Seating	Courtside Seating	Fan Zone
	<i>Ticket Price (per person)</i>	<i>Ticket Price (per person)</i>	<i>Ticket Price (per person)</i>
Thursday, July 13	Free	Free	Free
Friday, July 14	Free	\$50	Free
Saturday, July 15	\$10	\$60	Free
Sunday, July 16	\$10	\$60	Free

In order to enact the proposed ticketing plan, the applicants are proposing to fence off Stadium Court after the last event on Friday. Attendees will be given wristbands/tickets for the charged days of competition. The color and print on the wristband/ticket will identify which day and seating area fans have access to. Security will be posted at all access points to ensure all attendees with the correct wristband for each day of competition and to assist with directing fans to the different seating areas inside the stadium. Re-entry will be permitted as security will be stamping attendees as they exit and will be checking for correct wristbands/tickets and stamps upon re-entry.

Because the proposed event area is located on state tidelands, it falls within the Commission’s area of original jurisdiction and the applicants must obtain a coastal development permit from the

Commission. A permit is required for this year's event because it involves erection of a fence on the public beach and a general admission fee; therefore, special conditions are necessary to protect public access.

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

To provide increased security and control admittance to the event, organizers plan to install temporary fencing around approximately 30 acres of public beach during the event. Installation of the temporary improvements necessary to hold the event will begin Wednesday, July 5. The fence surrounding the site will be installed Wednesday, July 5. Tear down of those improvements and clean-up of the site shall begin after the event closes on Sunday, July 16. Tear down of all facilities must conclude no later than Saturday, July 22, 2017.

The City of Long Beach Office of Special Events, a co-applicant for this coastal development permit, supports the use of the beachfront for the volleyball competition. Organizers say members of the public, who wish to pass through the site to access the beach nearest to the water, will be able to do so free of charge. The fencing, with multiple openings, shall be installed on the beachfront at least 50 feet inland of the mean high tide line, which allows people to walk unimpeded by the shoreline.

Television coverage is expected during the final days of the competition. An aluminum box truss bridge will be built to carry television camera cables above and across the beachfront bicycle trail, which runs inland of the event site. Parking for TV production trucks will be provided in a designated area between the beach and Shoreline Drive. Alamitos Beach Public Parking Lot will be reserved for VIP parking, while staff, sponsors and vendors will park in the Convention Center parking lot ([Exhibit 2](#)).

The City of Long Beach will use changeable message signs to direct volleyball fans to parking lots and garages in the vicinity, preserving metered parking at the marina for beach-goers, boat owners, and restaurant guests. A parking plan, submitted by the applicants, calls for volleyball fans to use the Marina Green (east and west of Linden Avenue) and the Convention Center with overflow parking available at the Long Beach Pike parking structure and other public and private lots in the downtown area. Parking rates will be \$10 a day. All designated parking locations are within walking distance of the event site, including the host hotel for players, referees and employees ([Exhibit 5](#)). Other parking for the Aquarium of the Pacific, nearby restaurants, hotels, and retail shops will be maintained.

To reduce vehicle traffic and encourage volleyball fans to ride bicycles to the event, organizers will provide a free valet parking lot for bicycles on the busiest days of the event. The bike valet, operated by Pedal Movement, a Long Beach company, will be open from 9 am to 7 pm on Friday, 9 am to 10 pm on Saturday, and 9 am to 5 pm on Sunday, July 14 to 16, 2017. Pedal

Movement staff members will run the valet operation, which will be located in two tents near the event and next to the City's beachfront bike trail. Cyclists do not have to bring their own bike locks. Pedal Movement staff members will lock all bicycles that are checked in at the valet parking area. Each bicycle may receive a complimentary 15-minute Safety Check. Details of the bicycle parking will be promoted on the event website as an alternative transportation option ([Exhibit 6](#)). In the last three years, Pedal Movement has serviced over 3,500 bikes at the WSOBV event.

The co-applicants are also organizing a live music performance following completion of volleyball competition about 5:00 pm on Saturday, July 15 ([Exhibit 9](#)). The live music performance will take place on the stage in the area of the Youth Junior Nationals Championships tournament. Tickets will be charged for 100% of admission. Some tickets will be available to give away to the local public through promotions at the event. Following completion of the volleyball competition, the court area will be cleared for the music concert. Concession stands will remain open during the musical performance, including those selling alcoholic beverages. Two light towers and light stands at public areas, food vendors and the merchandise tent will allow fans to safely navigate the event site during and following the musical performance ([Exhibit 7](#)). All speakers will be positioned facing out towards the ocean at all times.

This year, as in past years, the applicants are proposing to partner with the Boys and Girls Club to provide volleyball clinics for under-served youth leading up to the event. The program will include kids from Long Beach, Watts, Gardena, Wilmington, and San Pedro. Last year the program impacted over 500 kids, and that number is expected to increase this year with the addition of the Wilmington Center location in addition to the Boys and Girls Club Petrolane location. The applicants are also planning a Kids Day on Thursday, July 13, 2017. Last year they hosted over 300 kids through the Boys and Girls Club partnership, and this year they are expecting at least 400 kids where they will play volleyball, watch and meet professional volleyball players, receive gift bags, and enjoy free time in the ocean.

Approximately 30 beach volleyball courts and 8 youth volleyball courts located outside the stadium and inside the proposed fence will be open for use by event goers. Four and six-person co-ed or same gender players may register to compete in amateur competitions. Event organizers propose to charge a \$200 registration fee for four-person amateur competition and \$400 for six person competitions. Other existing courts may be used by event goers. A volleyball clinic for beginners will also be offered during Kids Day on Thursday, July 13, 2017.

Organizers of the event plan to sell alcoholic beverages in designated areas of the site. The City of Long Beach has already approved the sale of alcohol. The California Department of Alcoholic Beverage Control must issue a license for the sale of alcohol to take place. The applicants have agreed to establish a recycling program ([Exhibit 8](#)). For management of the waste that will be generated by the proposed event, the applicants have contracted with waste management companies to dispose of trash and to provide and maintain portable toilets for the proposed event. The sanitary waste will be removed from holding tanks using a vacuum truck and disposed of into the City's sanitary sewer system for treatment.

Power for the television trucks, operational trailers, and other facilities at the event site will be provided by generators. The area where fuel for the generators is stored will be surrounded by a double layer of sand or gravel bags to contain any fuel that is spilled. Absorbent spill clean-up materials should be on hand in the event of a fuel spill.

B. PUBLIC ACCESS & RECREATION

The exclusive use of a segment of public beaches by special events, and the associated limitations on public access and recreation, has always been an issue of prime importance to the Commission. The following Coastal Act policies protect the public's right to public access and recreation opportunities:

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...

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 be readily 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.

The proposed project is a temporary sporting event that will affect part of the public beach and its public parking supply. For 18 days, from set-up to take-down (July 5-22, 2017), the general public will be excluded from using the sandy beach area and public volleyball courts on the event site, except to watch the proposed volleyball tournament and participate in the proposed event's interactive activities. The proposed event will occupy approximately 30 acres of beach area that exists between Alamitos Beach and the mean high tide line (MHTL). In order to preserve lateral public access along the shoreline, the applicants will maintain a 50-foot wide corridor on the beach between the sea and the event site. This 50-foot wide corridor must be kept clear of structures and other obstructions. Members of the public wishing to access the water vertically through the event will be allowed to do so, through openings in the proposed fence.

Although the proposed event will not physically prevent pedestrian access to the water, it will affect the public's ability to access and use the coast by restricting the use of a portion of the sandy beach to a specific group of people: the organizers, participants and spectators of the proposed volleyball tournament. However, the Commission has primarily found that temporary events, and specifically volleyball tournaments that are open (with limited paid seating) to the general public, can be held in a manner that is consistent with the public access and recreation policies of the Coastal Act, even though such events typically involve the exclusive use of sandy beach area. However, to ensure that this project is consistent with Coastal Act public access policies, the Commission imposes **Special Condition 1** which limits the duration of the World Series of Beach Volleyball and associated events to be held from Thursday, July 13 through Sunday, July 16, 2017, with set-up beginning Wednesday, July 5 and removal of facilities beginning after competition ends Sunday, July 16. All facilities will be entirely removed from the beach, Alamitos Beach parking lot and Marina Green by noon on Saturday, July 22, 2017. The Commission also imposes **Special Condition 2** ensuring public access to the beach will be maintained during the entire event.

Free Admission vs. Paid Admission

In response to several commercial events that were to take place on the beach in a number of coastal communities, the Commission requested the Executive Director to investigate the number of possible events, and ways to assure that a proliferation of commercial and other special events would not displace the general public from the use of the public beach. On January 12, 1993, the Commission adopted guidelines to balance the use of the beach for short-term events, such as filming activities and sporting events and the general public's use of the beach.

The Commission's *Guidelines for the Exclusion of Temporary Events from Coastal Development Permit Requirements* allow the Executive Director to exclude most temporary events from coastal development permit requirements, except for those that meet all of the following criteria:

- a. The event is held between Memorial Day weekend and Labor Day; and,
- b. The event occupies all or a portion of a sandy beach area; and,

- c. The event involves 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).

The guidelines also allow the Executive Director to 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...

Because the proposed event area is located on state tidelands, it falls within the Commission's area of original jurisdiction and the applicants must obtain approval from the Commission. The proposed temporary event meets all of the above criteria (a – c) requiring the event to obtain a coastal development permit. However, because of the duration (18 days) of the event on the proposed site at Alamitos Beach, the Commission is concerned with public access and recreation availability of the sandy beach to the public during peak summertime use. Therefore, the provision in the Guidelines that allows temporary events to be excluded from permit requirements if more than 75% of the seating is available free of charge for general public use is applied in this case as a limit on the amount of seats that may be subject to an admission charge for the duration of the event. The Executive Director believes that waiving the permit requirement in this instance is not appropriate even through the applicants are proposing to meet the 75% figure in the guidelines because of the duration and scope of the event. However, by meeting or exceeding the 75% figure, the Commission ensures that access is maintained consistent with the Coastal Act and Guidelines. Commission staff believes that by maintaining at least a portion of each day's events to be free to the general public (described below) that the event and the beach will remain available to all members of the general public. Therefore, the applicants' proposal protects public access and is consistent with Chapter 3 access policies and the Guidelines.

The proposed temporary event includes a Sponsor Village, Outer Competition Courts and Stadium Court. Seating capacity in Stadium Court is approximately 1,934, which includes 276 Courtside/Premium seats, a 1,358 General Seating area, and a 300 seat VIP/Hospitality section (not open to the public). A courtside Fan Zone inside Stadium Court will be available free to the public on a first-come, first-serve basis for all days of the event. The number of matches that will be played per day include 28 matches on Thursday, 28 matches on Friday, 5 matches on Saturday, and 3 matches on Sunday.

The applicants are proposing that all matches on Thursday be free to the general public. For Friday they are proposing an admission be charged for the Courtside/Premium seats in Stadium Court but all other seating and areas of the event will be free to the general public. This will allow 83% of the Stadium seating capacity (not including the Fan Zone area) to be open to the general public for free all day Friday.

For Saturday and Sunday the applicants are proposing that at least 10% of the total seating capacity in Stadium Court will be available to the general public for free on a first-come, first-serve basis in the Fan Zone and that the remaining 90% (or less) of the total seating capacity at

Stadium Court (General and Courtside/Premium Seating) will be subject to an admission fee; however, all remaining areas of the event will remain free to the general public the entire time. Therefore, admission would be charged for 90% of the Stadium capacity for 8 of the 64 matches, which means that approximately 87% of the matches will have a majority of the seating in Stadium Court will be free to the general public for the duration of the event.

The proposed admission fee, when there is a charge, will be \$10.00 per person on Saturday and Sunday for General Seating, and tickets for Courtside Seating will be available for purchase for \$50.00 a piece on Friday, and \$60.00 a piece on Saturday and Sunday. Premium seating inside the stadium and discounted ticket packages are also proposed to be available for fans to purchase either in advance online or the day of the event. Children under the age of 5 and Military personnel (with a valid military I.D.) would be admitted to the General Seating area free of charge.

Although tickets to the live music performance on Saturday, July 15 are proposed to be sold for 100% of the event capacity, the concert will take place in the evening, past peak beach use hours. The concert is an accessory event to the main event – the volleyball competition.

The standard of review is the Chapter 3 policies of the Coastal Act that are cited above. The Downtown Shoreline area of Long Beach, where the proposed event is located, is a popular coastal recreation area that provides the public with excellent coastal access opportunities and many different types of free and lower cost recreational activities. Throughout the year, visitors to the Downtown Shoreline area can take advantage of sailing and boating opportunities, use the coastal bicycle and pedestrian path, go fishing, sightsee, visit coastal parks and the public beach, or shop at Shoreline Village and The Pike. However, Alamitos Beach is unique in that it is a wide stretch of sandy beach, approximately 835 feet in width, and the temporary fencing proposed for this event will not prevent the public from accessing the water and/or shoreline. In addition, the City of Long Beach has a history of putting on large events and activities, including other beach volleyball events and the Grand Prix, and has demonstrated their ability to manage these large events in a way that does not prevent free public access and recreation to the coastline. The size and scope of this event is not new to the City of Long Beach.

Over the years, the Commission has reviewed and approved these events requiring either 100% free admission or limiting admission fees. The Commission therefore imposes **Special Condition 3** to limit general admission fees by protecting at least 75% of the total seating capacity in Stadium Court for free general public use for the duration of the event (approximately 87% of the matches will have a majority of the seating in Stadium Court available for free to the general public for the duration of the event), and providing free public admission on a first-come, first-serve basis for the percentage of attendees described herein. Accordingly, the Commission finds that the proposed project is consistent with the public access and recreation policies of the Coastal Act.

Traffic and Parking

In regards to the public beach parking supply, 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.

However, the site of the proposed event is unique in that it is located close to the Long Beach Convention Center, which hosts numerous large events throughout the year, and to several parking facilities, many within walking distance of the beach and event site. The parking plan, submitted by the applicants, calls for volleyball fans to use the Marina Green (east and west of Linden Avenue) and the Convention Center with overflow parking available at the Long Beach Pike parking structure and other public and private lots in the downtown area. The Convention Center Main Parking Lot along Shoreline Drive has 1,500 spaces available, not including the 2,500 spaces located in three on-site parking garages. Parking rates will be \$10 a day. All designated parking locations are within walking distance of the event site. Other parking for the Aquarium of the Pacific, nearby restaurants, hotels, and retail shops will be maintained. The City of Long Beach will use changeable message signs to direct volleyball fans to parking lots and garages in the vicinity, preserving metered parking at the marina for beach-goers, boat owners, and restaurant guests. In addition, public transportation provides alternative options (i.e. train, bus) to Downtown Long Beach.

Television coverage is expected during the final days of the competition. Parking for TV production trucks will be provided in a designated area between the beach and Shoreline Drive. Alamitos Parking Lot will be reserved for VIP parking, while staff, sponsors and vendors will park in the Convention Center parking lot ([Exhibit 5](#)). Therefore, **Special Condition 4** requires that the applicants implement the proposed Parking Management Plan in cooperation with the City of Long Beach and Long Beach Transit and use changeable message signs to direct event attendees to appropriate parking facilities.

In addition, to reduce vehicle traffic and encourage volleyball fans to ride bicycles to the event, organizers will provide a free valet parking lot for bicycles on the busiest days of the event. The bike valet, operated by Pedal Movement, a Long Beach company, will be open from 9 am to 7 pm on Friday, 9 am to 10 pm on Saturday, and 9 am to 5 pm on Sunday, July 14 to 16, 2017. Pedal Movement staff members will run the valet operation, which will be located in two tents near the event and next to the City's beachfront bike trail. Pedal Movement staff members will lock all bicycles that are checked in at the valet parking area. Therefore, **Special Condition 5** requires the applicants site the event so as not to interfere with the public's use of the east-west regional bicycle and pedestrian route that crosses the Downtown Shoreline area and provides a free valet bicycle parking program will be in operation next to the event site from 9 am to 7 pm on Friday, 9 am to 10 pm on Saturday, and 9 am to 5 pm on Sunday, July 14 to 16, 2017.

As conditioned the Commission finds that the development will not have any new adverse impacts on public access and recreation and is consistent with the public access and recreation policies of the Coastal Act.

C. MARINE RESOURCES

The following Coastal Act policies protect marine resources from the effects of polluted runoff:

Section 30230 of the Coastal Act states:

Marine resources shall be maintained, enhanced, and where feasible, restored. Special protection shall be given to areas and species of special biological or economic significance. Uses of the marine environment shall be carried out in a manner that will sustain the biological productivity of coastal waters and that will maintain healthy populations of all species of marine organisms adequate for long-term commercial, recreational, scientific, and educational purposes.

Section 30231 of the Coastal Act states:

The biological productivity and the quality of coastal waters, streams, wetlands, estuaries, and lakes appropriate to maintain optimum populations of marine organisms and for the protection of human health shall be maintained and, where feasible, restored through, among other means, minimizing adverse effects of waste water discharges and entrainment, controlling runoff, preventing depletion of ground water supplies and substantial interference with surface water flow, encouraging waste water reclamation, maintaining natural vegetation buffer areas that protect riparian habitats, and minimizing alteration of natural streams

The proposed event will be occurring in a location where there is a potential for a discharge of polluted runoff from the site into coastal waters. The spilling of fuel, debris, or waste onto the beach or in a location where it could be carried into coastal waters would result in an adverse effect on the marine environment. In order to reduce the potential for adverse impacts on water quality, the Commission imposes **Special Condition 6** requiring the appropriate storage and handling of fuel, waste, oil, grease and other materials. As conditioned, the Commission finds that the development conforms with Sections 30230 and 30231 of the Coastal Act.

D. DEVELOPMENT

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

E. ENVIRONMENTALLY SENSITIVE HABITAT AREAS

The applicants propose the use of lighting after dark (6:30pm to 10:00pm) to ensure that fans can safely navigate the event site during and after the events on Thursday, July 13 to Saturday, July 16. **Special Condition 7** limits the time and type of lighting used. As conditioned, the development will not result in significant degradation of adjacent habitat, recreation areas, or parks and is compatible with the continuance of those habitat, recreation, or park areas. Therefore, the Commission finds that the project, as conditioned, conforms with Section 30240(b) of the Coastal Act.

F. LOCAL COASTAL PROGRAM (LCP)

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

G. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

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

The City of Long Beach, the lead agency for CEQA, has determined that the proposed event is categorically exempt from CEQA (Categorical Exemption CE-17-068, dated March 16, 2017). The City made a finding that the professional beach volleyball event with amateur competition and music as ancillary events results in “temporary structures and activity consistent with and support of current use land (open space) and zoning.”

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

APPENDIX A – SUBSTANTIVE FILE DOCUMENTS

- Coastal Development Permit No. 5-16-246
- Coastal Development Permit No. 5-14-1935
- Coastal Development Permit No. 5-06-396
- Coastal Development Permit No. 5-06-040
- Coastal Development Permit Exclusion No. 5-13-066-X
- Categorical Exemption CE-17-068, 3/16/2017
- *Guidelines for the Exclusion of Temporary Events from Coastal Development Permit Requirements*, 1/12/1993