



Legislation Text

File #: RES 17-0011, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Mark Danaj, City Manager

FROM:

Mark Leyman, Parks and Recreation Director
Anne McIntosh, Interim Community Development Director
Jessica Vincent, Recreation Manager
Eric Haaland, Associate Planner

SUBJECT:

Conduct Public Hearing to Consider Resolution No. 17-0011 Regarding a Coastal Development Permit for the 2017 Manhattan Beach Open Volleyball Tournament; Request from AOS GROUP for Special Permit: Limited Alcoholic Beverage Use on Public Property for the Manhattan Beach Open Event, August 17-20 in the Lower South Pier Parking Lot and VIP Bleacher Seating Area in the Stadium Court and Resolution No. 17-0031 Approving an Agreement with AOS GROUP, LP (AVP) to Operate the Manhattan Beach Open (MBO) (Parks and Recreation Director Leyman).

CONDUCT PUBLIC HEARING AND ADOPT; APPROVE

RECOMMENDATION:

Staff recommends that the City Council a) Adopt Resolution No. 17-0011 approving a Coastal Development Permit and Temporary Use Permit for the 2017 Manhattan Beach Open (MBO) scheduled for August 17-20, 2017 and b) Approve the request from AOS GROUP (AVP) for a special permit for limited alcoholic beverage use on public property for the Manhattan Beach Open, August 17-20, 2017 in the lower south pier parking lot and VIP Bleacher Seating Area in the Stadium Court and c) Adopt Resolution No. 17-0031 approving an agreement with AOS GROUP, LP (AVP) to operate the Manhattan Beach Open (MBO).

FISCAL IMPLICATIONS:

If approved, under the terms of the attached contract, the event operator, AVP will reimburse the City for all costs associated with the event, estimated to be \$75,000.

BACKGROUND:

The 2016 Manhattan Beach Open was the sixth year in an agreement between the City and International Merchandising Corporation (IMG) to operate and produce the MBO. Additionally, it was the third year in a partnership between IMG and AVP to direct and program the beach volleyball tournament.

The 2016 event included stadium seating overlooking center court from the lower south pier parking lot, food booths, live music and interactive game booths. The event set-up included a main stage on

the east side of the beach and a VIP Sky Deck south of the pier offering beer and wine services. In addition, the men's and women's final championship matches were broadcast live on national television (NBC and NBC Sports).

Additional components to the 2016 event included VIP courtside seating, the Walk of Champions Pier Ceremony and reception, community movie night, AVP youth tournament, and a celebrity tournament. Daily hours of operation began at 9:00 am, and ended at 9:00 pm. Set up for the tournament began Sunday, July 10, and tear down concluded Tuesday, July 20.

The Departments of Public Works, Police, Fire and Parks and Recreation evaluated the event over the last six years in terms of its impact on the community and City services. The feedback received from each department was positive. The set-up, event operation and tear-down were efficient and the event operators worked well with City staff. The only area of concern was the expedited sky deck and stadium bleacher load-in and set-up for the 2016 event. Allowing additional time for load-in and drop off will provide for a more safe and efficient set-up for drop-off, staging and City and County Engineer inspections.

DISCUSSION:

Staff met with AOS GROUP (AVP) and IMG to discuss the 2017 Manhattan Beach Open Event. During the meeting, AVP proposed that the City enter into an operation agreement directly with AVP instead of IMG, to co-sponsor the Manhattan Beach Open. The agreement with IMG has expired. During the meeting, the City first negotiated with IMG to operate the MBO; however, in the best interest of the event, IMG agreed to the proposal for AVP to operate the MBO in years 2017-2019, pending final approval of the City, and subject to obtaining a coastal development permit.

The partnership with AVP will bring in the top volleyball players in the world. Working closely with AVP, staff identified the third weekend of August as the best weekend to host the MBO. This date has also been secured for live national television coverage on NBC and NBC sports for the men's and women's final championship matches.

AVP is proposing similar amenities to last years event, including the VIP "Sky Deck" Area with bleacher seating surrounding center court, VIP courtside seating, food booths, live entertainment and the Walk of Champions Pier Ceremony honoring the 2016 men's and women's champions. As in past years, AVP will provide 75% open and free seating to the public throughout the event.

Similar, to the 2016 event, AVP has proposed the seating area over the south Pier parking lot to include a ticketed VIP area elevated over the lower pier parking lot. Within the elevated area over the parking lot and extending west onto the beach, AVP has proposed serving beer and wine. The planned hours of operation begin at 10:00am, ending at 9:00pm Thursday, Friday, Saturday, and Sunday, August 17-20th.

AVP is proposing to hire a catering company to provide beer and wine service in the VIP area. The VIP experience is open to the general public and available for 500-600 people per day. This ticketed event will provide each guest with credentials in order to enter the secure area. AVP will hire security to staff the area, checking identification to ensure all guests are 21 or older or accompanied by an adult. AVP will also adhere to City requirements including obtaining an alcohol and beverage control permit, provide security throughout the event and comply with all fire safety regulations. Beer and

wine services will only be available with approval from LA County Beaches & Harbor.

Proposed Changes

- The Manhattan Beach Downtown Business & Professional Association has proposed to host a community event the evening of Thursday, August 17 from 5:00 to 9:00 pm. The event will feature local chefs and restaurants. Tickets for the event will be low and available to the public.
- In collaboration with the Manhattan Beach Downtown Business & Professional Association, the City has proposed hosting a free sunrise yoga session Friday, August 18 & Sunday, August 20 from 6:30 to 8:00 am.
- Similar to the 2016 event set up, to ensure the structure is permitted by the Los Angeles County Building & Safety Department by Wednesday, August 16, AVP has proposed securing the lower south pier parking lot for construction, beginning Saturday, August 12 at 9:00 pm, when the lot is typically closed. All equipment would then be loaded onto the beach and the lower south pier parking lot would open, beginning at 10:00 am, Sunday, August 13.
- Based on the popularity of the event, AVP has proposed expanding the bleacher seating up to 5500 to accommodate additional spectators and extend the VIP platform area above the south pier parking west over the Southside bleachers. In past years, the VIP tickets sell out weeks prior to the tournament. To accommodate the demand for tickets, AVP has proposed expanding the upper VIP platform area. Increasing the size of the upper VIP deck will provide for an additional 250-300 people per day. Extending the VIP platform west will also provide a viewing area to the featured courts and outer courts. AVP has proposed to serve beer & wine in the VIP areas, including, the areas above the bleachers located on the Southside of the sand and courtside boxes. Staff has submitted a request to serve alcohol in the proposed additional VIP areas. Upon approval from LA County Beaches & Harbor, AVP will hire a catering company to provide beer and wine services in the VIP Area, hire security to staff the area, check identification to ensure all guests are 21 or older, and comply with Police and Fire regulations.
- To accommodate the TV and webcast trailers, audio and visual for the event, AVP has requested up to 14 spots in the upper south pier parking lot, beginning at 7:00am, Wednesday, August 16 through 8:00pm, Sunday, August 20.

In addition to the coastal development permit, Los Angeles County Department of Beaches and Harbors will issue a permit in order to hold the event. The County has stated that they will grant a permit, only if the City allows the County to sample products on the beach. The City Council has permitted this for past events administratively through City staff. Unless directed otherwise, staff will again take this approach.

The proposed agreement contains the same essential terms and provisions as the last agreement, and has a three year term.

PUBLIC OUTREACH/INTEREST:

If City Council approves moving forward with the AVP proposal, staff will conduct additional meetings with LA County Department of Beaches & Harbor and Lifeguards, the Departments of Parks & Recreation, Public Works, Fire and Community Development, the Manhattan Beach Downtown

Business and Professionals Association and local business owners and AVP will personally notify residential areas near the event site to ensure they are aware of the event and event build out.

Per the Local Coastal Plan requirements, notice of the public hearing was published in the Beach Reporter and a mailer was sent to owners and occupants within 100 feet of the event site.

ENVIRONMENTAL REVIEW:

The proposed temporary event is exempt from the provisions of the California Environmental Quality Act (CEQA). Per the CEQA Guidelines, the event is exempt pursuant to the following provisions: Section 15304 (e), "Minor Alterations to Land;" Section 15311 (c), "Accessory Structures;" and Section 15323, "Normal Operations of Facilities for Public Gatherings."

The proposed event is a temporary activity being conducted on a public beach in which the event will not result in any degradation or alteration to the condition of land, water or vegetation. Based upon past events of this nature, no permanent environmental effects are anticipated.

Coastal Development Permit/Temporary Use Permit

The beach area is located within the Open Space (OS) district of the City's Zoning Code and is regulated by the provisions of the City's certified Local Coastal Program. The Open Space District allows "Sporting Events where more than 75% of the total seating area is available free of charge," as a permitted use subject to a temporary use permit.

The required coastal permit notice was published in the *Beach Reporter* and mailed to properties within 100 feet of the tournament site. Notice of the City Council's action on the permit shall be provided to the California Coastal Commission. Staff's review of the coastal development permit finds the proposed installation to be consistent with the City's coastal program as follows:

The structures shall not obstruct access ways within the coastal zone. While they will occupy some space on the beach, access from the Strand, bike path and pier to the coastline and surrounding beach shall remain available. The proposed configuration shall permit public view of the center court volleyball competition from the adjacent pier.

Any displacement of normal views or use of the space shall be temporary for the period allowed by the proposed permit. Installation and use of the bleachers and related structures shall be subject to requirements regarding timing, paid seating, shuttle, signs, trash, etc.

LEGAL REVIEW:

The City Attorney's office has reviewed and approved the attached resolutions and agreement.

Attachments:

1. 2017 MBO Co-Sponsor Agreement
2. 2017 Proposed Schematic
3. Resolution No. 17-0011
4. Resolution No. 17-0031
5. Correspondence