



## Legislation Text

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**File #:** 19-0035, **Version:** 1

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**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Bruce Moe, City Manager

**FROM:**

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

**SUBJECT:**

Consider Adopting Resolution No. 19-0015 Approving a Coastal Development Permit for the 2019 Manhattan Beach Open Volleyball Tournament August 15-18; and Request from AOS GROUP for Special Permit: Limited Alcoholic Beverage Use in the Lower South Pier Parking Lot and VIP Bleacher Seating Area Adjacent to the Stadium Court (Parks and Recreation Director Leyman).

- a) **CONDUCT PUBLIC HEARING**
- b) **ADOPT RESOLUTION NO. 19-0015 APPROVING COASTAL PERMIT AND LIMITED ALCOHOLIC BEVERAGE USE**

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**RECOMMENDATION:**

Staff recommends that the City Council adopt: (1) Resolution No. 19-0015 approving a coastal development permit and temporary use permit for the 2019 Manhattan Beach Open (MBO) scheduled for August 15-18, 2019; and (2) a special permit for limited alcoholic beverage use in the lower south pier parking lot and VIP bleacher seating area adjacent to the stadium court.

**FISCAL IMPLICATIONS:**

If approved, under the terms of the contract (Attachment), the event operator, Association of Volleyball Professionals (AVP), will reimburse the City for costs associated with the event, estimated to be \$75,000.

**BACKGROUND:**

The 2018 Manhattan Beach Open was the second year in a three-year agreement between the City and AOS Group (AVP) to operate the MBO.

The 2018 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 on NBC with one million viewers, and Amazon Prime provided a live stream throughout the event.

Additional components to the 2018 event included VIP courtside seating, the “Walk of Champions” Pier ceremony and reception, community movie night and sunrise yoga. Daily hours of operation began at 9:00 am (6:00 am Friday morning for yoga) and ended at 9:00 pm. Set up for the tournament began Thursday, August 9, 2018 on the beach, and tear down concluded Wednesday, August 22, 2018.

The Departments of Public Works, Police, Fire, and Parks and Recreation evaluated the event over the last seven 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.

AOS has requested permission to hold the event in 2019, the third year of the current agreement.

### **DISCUSSION:**

The partnership with AVP brings 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 for the men’s and women’s final championship matches.

AVP is proposing similar amenities to last year’s 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 2018 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 2018 event, AVP has proposed the seating area over the south Pier parking lot include a ticketed VIP area elevated over the lower pier parking lot (Attachment). Within the elevated area over the parking lot and extending west over the beach, AVP has proposed serving beer and wine. The planned hours of operation begin at 10:00 am and end at 9:00 pm on Thursday, Friday, Saturday, and Sunday, August 15-18.

AVP is proposing to hire a catering company to provide beer and wine service in the elevated VIP area. The VIP experience is open to the general public and available for 600-800 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 Beverage Control (ABC) permit, provide security throughout the event and comply with all fire safety regulations. Beer and wine services will only be available with approval from Los Angeles County Department of Beaches and Harbors.

The Manhattan Beach Downtown Business & Professional Association is proposing to host a community event the evening of Thursday, August 15 from 5:00 to 9:00 pm. The event will feature local chefs, live music and restaurants. Tickets for the event will be affordable 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 and Community Movie Night Friday, August 16.

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 have their own sponsors' 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. Although this is offered, the County has not sampled products on the beach to date.

To ensure the structure is permitted by the Los Angeles County Building and Safety Department by Wednesday, August 14 (similar to the 2018 event), the AVP proposed setting up on the beach and in the lower South Pier Parking Lot on Thursday, August 9, with tear down completed by August 21.

#### **PUBLIC OUTREACH/INTEREST:**

If City Council approves moving forward with the AVP proposal, staff will conduct additional meetings with LA County Department of Beaches and Harbors, Lifeguards, the Departments of Parks and Recreation, Public Works, Fire, Community Development, the Manhattan Beach Downtown Business and Professionals Association and local business owners. The AVP will personally notify residential areas near the event site to ensure they are aware of the event and the associated 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 resolution and agreement.

**Attachments:**

1. Resolution No. 19-0015
2. Agreement - AOS GROUP, LP (2017)
3. 2019 Proposed Schematic