County of Monterey

Item No.2

Zoning Administrator

Legistar File Number: ZA 26-077

July 30, 2026

Introduced: 7/21/2026
Version: 1
Current Status: Agenda Ready
Matter Type: Zoning Administrator

PLN240173 - SCHERER RICHARD J & MELANIE D TRS
Public hearing to consider assemblages of people at a residential property, consisting of up to 125 people for an annual event during "Monterey Car Week", not to exceed 10 consecutive days, and not involving the construction of permanent facilities.
Project Location: 22 Poppy Lane, Pebble Beach, CA 93953, Del Monte Forest Land Use Plan
Proposed CEQA action: Find the project Categorically Exempt pursuant to CEQA Guidelines section 15304, and there are no exceptions pursuant to Section 15300.2.

RECOMMENDATIONS

It is recommended that the Zoning Administrator adopt a resolution to:

a. Find the project qualifies for a Class 4 Categorical Exemption from CEQA Guidelines Section 15304, and none of the exceptions from Section 15300.2 apply to the project; and
b. Approve a Coastal Development Permit to allow assemblages of up to 125 people for an annual event during "Monterey Car Week" not to exceed 10 consecutive days and not involving the construction of permanent facilities.

The attached draft resolution includes findings and evidence for consideration (Exhibit A).
Staff recommends approval subject to 7 conditions of approval.

PROJECT INFORMATION

Agent: Cooper Kehoe
Property Owner: Richard J & Melanie D Scherer Trs
APN: 008-032-009-000
Parcel Size: 1.03 acres
Zoning: Low Density Residential with a Building Site 8 overlay and a Design Control overlay in the Coastal Zone or "LDR/B-8--D(CZ)"
Plan Area: Del Monte Forest Land Use Plan
Flagged and Staked: N/A
Project Planner: Jade Mason, Assistant Planner
masonj@countyofmonterey.gov; 831-755-3759

SUMMARY/DISCUSSION

The project site is located at 22 Poppy Lane in Pebble Beach, within the Del Monte Forest Land Use Plan. The Applicant/Owners submitted an application seeking to use their existing single-family dwelling located in a residentially zoned neighborhood to allow the assemblages of up to 125 people for an annual event during the "Monterey Car Week", not to exceed 10 consecutive days. The event is an invitation-only consumer event spanning no more than 10

days. The project proposal comprises ongoing test drives, daytime hospitality, culinary experiences, and reception events. Onsite overnight accommodation is not offered with this application. The site is developed with an existing 4,539 square foot single dwelling inclusive of five bedrooms, five and a half bathrooms, a kitchen, a living room, and an attached garage; and the detached 1,159 square foot accessory dwelling unit. Therefore, the project is an allowed land use for this site, subject to the granting of a Coastal Development Permit to allow Assemblages of people in a private home. Staff recommends the granting of this Coastal Development Permit, subject to a condition of approval that limits this permit's term to two years (through July 30, 2028; therefore, only allowing three annual events). Should the permit be granted, this condition would allow for future extensions of the term limit to be considered by the appropriate authority, subject to supplemental review of the application and any potential changes in circumstances.

The property will retain its potable water through California American Water, and wastewater will be provided through the Carmel Area Wastewater District (CAWD). The property will retain its solid waste services with GreenWaste, a waste management company.

Based on staff's analysis, the proposed project is consistent with the policies and regulations pertaining to zoning uses and any other applicable provisions of the 1982 County of Monterey General Plan (General Plan), Del Monte Forest Land Use Plan (DMF LUP), Del Monte Forest Implementation Plan (DMF CIP), applicable sections of the Monterey County Coastal Zoning Ordinance (Title 20), Monterey County Noise Ordinance (Chapter 10.60) and Monterey County Private Road Regulations (Chapter16.80).

Breakdown of Proposed Events

The project site is an existing single-family dwelling located at 22 Poppy Lane, within Pebble Beach. The assemblage(s) of people will not require or involve any construction or alteration to any of the on-site existing structures or increase in demand of existing public facilities (water and sewer) on an ongoing basis, as on-site portable restrooms will be provided for each event day. Should the facilities of the existing structure be utilized, the existing residence has adequate wastewater and water connections. The project was reviewed by HCD-Planning, the Pebble Beach Community Fire Protection Services District (PBC FPD), and the County of Monterey Sheriff's Department for consistency, site suitability, and public health and safety concerns. No County department found inconsistencies or a risk to public health and/or safety. PBC FPD and Sheriff's Department deemed the project complete without a recommendation for conditions, as the site is adequately developed and emergency access exists.

The applicant submitted a Special Event Questionnaire to host a similar series of Car Week events as proposed in this project in 2024. This event was processed under Special Event No. 24SE00066. In 2026, the applicant submitted the same request (26SE00123), demonstrating their intent to have ongoing assemblages of people during the annual car week special event. Hosting recurring public events on private residential property requires the granting of a Coastal Development Permit pursuant to Title 20 section 20.14.050.R. Therefore, the subject Coastal Development Permit application was applied for consistent with the requirements of Title 20.

Under this application, the Applicant/Owner is proposing that the private residence host previews of new vehicles during Monterey Car Week (typically occurring early August). In

2026, this proposal would involve the residence being occupied from August 7 to August 21, 2026, with up to 125 people at the property at various times of the day. This 2026 event would support the preview of Aston Martin vehicles. Typical events would have up to 125 guests. No overnight accommodation is offered. Several events for the residence are proposed for the dates, such as extended test drives, culinary dinners, and reception events. For five days prior to and two days following the series of proposed events, the residence's event would be set up or broken down (vehicles taken on and off-site, residence cleaned, furniture and artwork removal or re-installation, load-in & out of equipment, etc.).

The proposed annual "Monterey Car Week" assemblage of people would consist of the following (see also Exhibit A.2):

- Average of 125 guests at a time during Thursday through Sunday:
- 70 reserved parking spaces at the Poppy Hills Golf Course via PBC sponsorship.
- On-site catering for all guests provided by private catering companies.
- On-site executive restrooms (portable) for all guests.
- No on-site or street parking is allowed. Guests will utilize shuttles from Poppy Hills Golf Course to 22 Poppy Lane.
- Seven days of set up/break down. Four days of on-site events.
    - For August 2026, the following would occur:
        - Friday (August 7): Initial pre-event walkthroughs (8-9 AM) and professional moving company pack & storage (9 AM - 6 PM)
        - Saturday (August 8): Professional moving company pack & storage (9 AM - 6 PM)
        - Sunday (August 9): Professional moving company pack & storage, load-in of fabrication company, and pre-event cleaning (9 AM - 6 PM)
        - Monday (August 10): Load-in of fabrication company and arrival of Aston Martin team (9 AM - 6 PM)
        - Tuesday (August 11): Fabrication, load-in & craning cars, and rental delivery (9 AM - 6 PM)
        - Wednesday (August 12): Final touches to interior and prep, final rental delivery, and executive walkthrough (9 AM - 6 PM)
        - Thursday-Saturday (August 13-15): House of Aston Martin Live (10 AM - 6 PM), Possible VIP dinner (7-10 PM), daily cleaning (10 AM - 7 PM)
        - Sunday (August 16): House of Aston Martin Live (10 AM - 4 PM), Load out starts at 4 PM
        - Monday (August 17): Final load-out and cleaning (8 AM - 8 PM)
        - Tuesday - Thursday (August 18-21): Furniture and artwork installation (9 AM - 6 PM)

Staff has received no comments from the public regarding the proposed project and does not anticipate any impacts to the surrounding community, beyond those already experienced during the existing golf events.

As conditioned, this permit would only be valid through July 30, 2029 (subject to a separate discretionary extensions and/or amendments) and therefore would only allow events to occur in early August of 2026, 2027, and 2028. Events proposed to be held in 2027 and 2028 may have different event hosts or showcased vehicles (e.g., Bugatti in 2026) and therefore will be

required to comply with a non-standard condition of approval that requires the Applicant/Owner to submit a Special Events Development Plan at least 60 days prior to commencement of the event. This Special Events Development Plan will be reviewed by County departments to ensure consistency with the event allowances outlined in this proposed Coastal Development Permit and must detail parking management, schedule of events, number of attendees, compliance with the County's Noise Ordinance, evacuation plans, solid waste management plans, and other requirements.

Emergency Evacuation and Site Plan Safety

The subject property will have adequate emergency response times, with Pebble Beach Community Services District (Pebble Beach Fire Station 22) being 2 minutes away, and the Community Hospital of the Monterey Peninsula (CHOMP) is 9-12 minutes away. Pebble Beach Fire Station 22 also provides advanced life support and paramedic staff to provide emergency medical services, along with fire response services. An evacuation map is provided in the attached Operations Plan (Exhibit A.2). In the event of an emergency requiring evacuation, occupants of all permanent structures shall evacuate to the designated assembly area. There will be two designated assembly areas for guests to safely evacuate on foot in the event of an emergency. The primary evacuation route will direct guests to the assembly area located along the driveway/street side of the property. If the primary route is obstructed, guests shall use alternate doors or gates to reach the assembly area safely. The secondary assembly areas are located at the corner of Poppy Lane and Lopez Road, and the Poppy Hills Golf Course (near hole 16). After all guests have been evacuated, they shall remain at the designated assembly area until emergency personnel determines that the property is safe and authorizes re-entry.

Noise

The proposed assemblages of people is subject to Monterey County's Noise Ordinance (Chapter 10.60), which prohibits loud or unreasonable noise between the hours of 9:00 PM and 7:00 AM. In accordance with Title 20 section 20.70.060, if the property is found to be in violation of the approved operations plan or conditions of approval attached to this Coastal Development Permit, the permit may be revoked for non-compliance. The event includes live music and audible noise but will be restricted to comply with the noise regulations and event hours as outlined in the operations plan. Although the attached operations plan details the event to conclude at 10:00 PM, all live music/outdoor noise will stop at 9:00 PM. There will be 24/7 security guards to help enforce this requirement. A non-standard condition (Condition No. 6) has been added to ensure that outdoor music/noise must cease at 9:00 PM and comply with Chapter 10.60.

Access

The property is within the Pebble Beach area and is currently managed by the Pebble Beach Company, which is the legally established governing structure for the private roads used to access the subject parcel. Pebble Beach Company is authorized to make determinations regarding the use, maintenance, and related matters regarding the private road. The subject property must comply with Title 16 Chapter 16.80, which regulates private roads in Monterey County. The private road accessing the property is subject to a private road agreement and a private road maintenance agreement, which are recorded as a deed restriction for the subject property, and therefore would be considered a Tier 4 project Pebble Beach Company has been notified and has agreed to allow the applicant to use such property and other facilities to support

the event once a year, not exceeding 10 (ten) consecutive days.

Parking
Parking requirements outlined in Title 20 Section 20.58.040 require that a Single-Family Detached residential dwelling unit have 2 spaces/unit. The application includes secure parking spaces in a lot at the Poppy Hills Golf Course, located approximately 0.2 miles from the home, which will provide 60 parking spaces in the larger area and 10 parking spaces in a separate lot, totaling 70 parking spaces, during the span of the events, from 7:00 AM to 11:00 PM. Guests will use a valet-only service that will provide a drop-off and retrieval service from the subject property. Per Chapter 20.58 regulations for parking, the proposed assemblages of people is similar to Recreational Enterprises use, which requires 1 space/4 occupants capacity. As proposed, the seventy (70) parking spaces provided at the Poppy Hills Golf Course will accommodate a maximum of 200 guests, plenty to accommodate the maximum expected 125 guests.

Staff is aware of additional events, not related to this application, taking place on Poppy Lane at the time this event is proposed, that will also have offsite parking at Poppy Hills Golf Course. Poppy Hills Golf Course has a capacity of 200 parking spaces; this application proposes 70 spaces to be used during Monterey Car Week, and, in addition, the concurrent events will require 60 spaces (PLN240172) and 45 spaces (PLN240216), totaling 175 spaces to be used during these events. As proposed, offsite parking at Poppy Hills Golf Course will not exceed its 200 parking space capacity.

Solid Waste/Recycling, Food Preparation & Bathroom Facilities
Solid waste & recycling management plan is required to be submitted to the Environmental Health Bureau (EHB) for each proposed special event. When food is prepared or sold during a public event, an application for a temporary food facility permit is required to be submitted to the Consumer Health Protection Services prior to EHB approval. This is a private event, and therefore no temporary food facility permit is required. The property receives potable water and sewer service through the Pebble Beach Community Services District. While bottled water and portable restrooms may be provided to special event guests, there would be no public health risk if onsite utilities were utilized. In accordance with the newly adopted Monterey County Local Area Management Plan (LAMP), Section 5.3, portable toilets may be used for up to 30 calendar days per year. The applicant is proposing up to, but no more than, 30 calendar days of events per year. The EHB will ensure that sufficient restroom facilities are proposed with each special event applicant submitted to EHB.

CEQA:
The project qualifies as a categorical exemption from environmental review pursuant to CEQA Guidelines section 15304. This exemption applies to the operation of existing private structures, involving minor temporary use of land having no permanent effects on the environment. The Applicant/Owner proposes to use a residential single-family dwelling for the assemblages of people on an annual basis. This project does not propose or authorize any additional exterior development and/or expansion of the existing structure currently on the project site. No exceptions pursuant to Section 15300.2 apply.

OTHER AGENCY INVOLVEMENT

The following agencies have reviewed the project, have comments, and/or have recommended conditions:

HCD-Planning
HCD-Engineering Services
Environmental Health Bureau
HCD-Environmental Services
County of Monterey Sheriff's Department
Pebble Beach Community Fire Protection District

Prepared by: Jade Mason, Assistant Planner
Reviewed by: Taylor Price, Senior Planner
Approved by: Jacquelyn M. Nickerson, Principal Planner

The following attachments are on file with HCD:
Exhibit A - Draft Resolution including:
- Recommended Conditions of Approval
- Operations and Site Plans
Exhibit B - Vicinity Map

cc: Front Counter Copy; HCD-Planning; Jade Mason, Planner; Jacquelyn M. Nickerson, Principal Planner; Richard J & Melanie D Scherer Trs, Property Owners; Cooper Kehoe, Agent; Interested Parties: The Open Monterey Project (Molly Erickson); Laborers International Union of North America (Lozeau Drury LLP); Christina McGinnis, Keep Big Sur Wild; LandWatch (Executive Director); Planning File PLN240173.