



Monterey County Planning Commission

Agenda Item No. 1

Legistar File Number: PC 18-042

168 West Alisal Street,
1st Floor
Salinas, CA 93901
831.755.5066

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PLN170098 - QUAIL LODGE, INC.

Public hearing to consider an annual 3-day special event during "Car Week".

Project Location: 26750 Rancho San Carlos Road, Carmel Valley (Assessor's Parcel Number 157-121-027-000), Carmel Valley Master Plan

Proposed CEQA Action: Adopt a Negative Declaration

RECOMMENDATION:

It is recommended that the Planning Commission adopt a resolution to:

- 1) Adopt the Negative Declaration; and
- 2) Approve a Use Permit to allow assemblages of people for a 3-day special event for a car show and associated car auction with temporary tents, restroom facilities, and an on-site parking area during "Car Week".

The attached draft resolution includes findings and evidence for consideration (**Exhibit B**). Staff recommends approval subject to 10 conditions of approval.

PROJECT INFORMATION:

Agent: Anthony Lombardo and Associates

Property Owner: Quail Lodge, Inc.

APN: 157-121-027-000

Parcel Size: 49.4 Acres

Zoning: Resource Conservation, 10-Acre Minimum, Design Control, Site Plan Review, and Residential Allocation Zone (RC/10-D-S-RAZ) & Low Density Residential, 2.5-Acres per Unit, Design Control, Site Plan Review, and Residential Allocation Zone (LDR/2.5-D-S-RAZ)

Plan Area: Carmel Valley Master Plan

Flagged and Staked: No

SUMMARY:

Located at 26750 Rancho San Carlos Road, Carmel Valley, the project site is a 49.4-acre property west of the intersection of Rancho San Carlos Road and Valley Greens Drive, west of Hole No. 6 of the Quail Lodge Golf Club. As noted in the Project Information section, the subject property contains two different zoning designations. However, the project is proposed wholly within the RC/10-D-S-RAZ portion of the property in an area commonly referred to as the "farm field". Assemblage of people is allowed in the RC zone with a Use Permit.

The farm field property is owned by Quail Lodge, Inc., which operates under existing Use Permit(s) for the resort and golf club that allow for special events. However, the permits for Quail Lodge do not include the farm field parcel. A special event known as “Bonhams”, consisting of a 3-day car show and car auction, has occurred every August for the last 15 years during “Car Week”, with a zoning clearance signed by the former Planning Director (see background discussion below). RMA determined that the applicant must obtain a Use Permit for assemblages of people on the parcel where the event occurs.

BACKGROUND INFORMATION:

Quail Lodge began hosting the Quail Motorsports Gathering in 1981, coinciding with car week events such as Pebble Beach’s Concours d’ Elegance and associated events at Laguna Seca. Beginning in 2003, the Bonhams Car Auction occurred in conjunction with the Quail Motorsports Gathering on the portion of the Quail Lodge property referred to as the farm field. From 2003 to the present, the scale and intensity of the events have remained relatively constant, with roughly 5,000 attendees to the overall Quail Motorsports Gathering over the 3-day period. The majority of the activities associated with the event take place on the Quail Lodge golf course and facilities, consistent with permitted operations. However, the Bonhams Car Auction takes place on the farm field which is owned by Quail Lodge, but not covered under the existing Use Permits. Prior to 2016, the events were permitted by the County through the approval of ministerial permits (DMV Zoning Verification Forms for the sale of vehicles and building permits the placement of temporary tents).

In December 2016 and consistent with policy direction from the Board of Supervisors (see Planning File No. REF150053 Inland Events), the applicant was notified that despite previous ministerial approvals allowing the special event on the farm field site, a Use Permit would be required because existing permits for Quail Lodge do not include the subject property and said permits run with the land, not property owner. In response, a formal application for the Use Permit was submitted February 2017. However, due to RMA-Planning workload and staffing constraints, the application was still in process in May 2017. Given the time necessary to complete analysis of the application and bring a recommendation to the Planning Commission, it was not feasible for the applicant to adequately prepare for the August 2017 event. For these reasons, in combination with the historical use of the property for the event, the RMA Director determined that the farm field may host the 2017 Bonhams event, associated with the Quail Motorsports Gathering, provided the applicant diligently pursue obtaining the Use Permit and that no future events would be allowed without its approval (**Exhibit E**).

EVENT INFORMATION:

The applicant proposes to continue the event consistent with the scale, frequency, and intensity of the previous Bonhams Car Auctions occurring on the site. Event space consists of temporary tent structures, restroom facilities, and an on-site parking area. While the event itself is only 3 days, use of the site would occur over a 2-week period to incorporate setup and tear-down. Installation of temporary tents, toilet facilities, and hand washing stations takes approximately 9 days and removal of those facilities typically takes 4 days. Water will be provided via both temporary dispensing stations and bottled water. Power will be provided by private generators. No grading is required and no trees or other vegetation will be removed. Permanent structures will not be erected for the proposed event. Access to the event will be provided off of Rancho San Carlos Road. Although specific dates will vary over time, the event will continue to be in conjunction with “Car Week,” which occurs in August.

The 3-day event typically occurs from Wednesday to Friday between the hours of 9:00 AM to 6:00 PM. In 2017, the Bonhams Car Auction took place Wednesday, August 16th (10:00 AM -6:00 PM), Thursday, August 17th (9:00 AM - 6:00 PM), Friday, August 18th (Previews from 9:00 AM - 11:00 AM, Auction from 10:00 AM to 4:00 PM). From 2003 to 2015, the average daily attendance for the Bonhams car event was approximately 125-350 persons on Wednesday, 150-370 persons on Thursday, and 455-600 persons on Friday, contributing to the average total of 5,000 persons in attendance of the overall Quail Motorsports Gathering.

The standard “Specific Uses” Condition (Condition No. 1) has been expanded to clarify that the total time of the event (set up, operation, and removal) shall not exceed 14-days. The modified condition also documents the restriction on hours of construction in accordance with Chapter 10.60 - Noise Control of the Monterey County Code, as well as specifying the hours of operation for the 3-day event.

PROJECT ISSUES:

Staff received comments on the project at the Carmel Valley Land Use Advisory Committee (LUAC) meeting. The concerns expressed were relative to noise caused by set up and removal (referred to as “construction activities”), attendees potentially parking along Carmel Valley Road, traffic, and potential blocking of access for emergency services due to traffic.

As disclosed in Section II.B, *Surrounding Land Uses and Environmental Setting*, of the Initial Study (**Exhibit D**), the baseline conditions of the project site were determined to be the conditions at the time the last ministerial approval for the event occurred. Therefore, traffic impacts were measured by comparing traffic generated by the proposed project with the baseline conditions in 2015. The project proposes to continue the same scale, frequency, and intensity of operation as past events and no change is proposed as part of this application. Primary access to and from the site will continue utilizing the signalized intersection of Rancho San Carlos Road and Carmel Valley Road. Therefore, there would be no increase in traffic levels established by previous events. In 2015, as well as prior years, the applicant was not required to submit information regarding anticipated or actual attendance. However, in 2016, a Special Event Information Questionnaire was submitted with the building permit application (file No. 16CP01979) demonstrating that the *anticipated* attendance at the event would be approximately 875 people; 125 the first day, 150 the second day, and 600 on the third day. The *anticipated* attendance for 2017 (questionnaire in file No. 17CP01835) was identical to 2016. As part of this Use Permit application, a letter was submitted demonstrating that although Bonhams did not keep yearly event attendance data, attendance has not fluctuated greatly over the last 3 event years (2015 through 2017). The applicant conducted an informal traffic count during the 2017 event to establish *actual* traffic numbers. This count was submitted with the Use Permit application and demonstrated that there was a total of 1,164 vehicles; 335 on August 16th, 374 on August 17th, and 455 on August 18th.

Although it was determined that the proposed project would not exceed traffic baseline conditions, it is recognized that local and regional roads experience loss of service during event season; specifically, State Route 1 and Carmel Valley Road, especially when special events occur simultaneously and/or overlap in the area. In 2017, a shuttle service was used for event participants to reduce the number of

cars traveling on Carmel Valley Road. During the LUAC meeting, the applicant indicated that they plan to continue this service for future events. To address these issues and ensure emergency access is not impacted during the event, Condition No. 4 has been incorporated, requiring the applicant to provide and implement a Traffic Control Plan, in accordance with Monterey County Code Chapter 14.04.080.H - *Encroachments for Excavations, Construction and Special Events*.

Implementation of this condition requires the applicant to submit a Traffic Control Plan to RMA-Public Works, for review and approval, demonstrating management of site access and onsite parking, attendance shuttle program, prohibition of parking (for employees and attendees) along Carmel Valley Road, and (if required) approval of the plan by the Sheriff's Department and California Highway Patrol. As part of normal operations for RMA's Special Event Task Force, discussion and review of the Bonhams event will continue to occur, allowing the public and staff to monitor logistics.

CEQA:

An Initial Study/Negative Declaration (IS/MND) was prepared and circulated for public review from May 1, 2018 to May 21, 2018 (**Exhibit D**). Potential impacts to aesthetic and biological resources and effects on hydrology and water quality, noise levels, and transportation and traffic were identified. However, the Initial Study concluded that implementation of existing Monterey County policies and regulations already addressing drainage, noise, and traffic during special events allows for incorporation of conditions of approval (see Condition No. 1), which, along with project design elements, would result a less than significant impact. At the time of preparation of this staff report, no comments on the IS/MND were received. Any comments received after preparation will be presented to the Planning Commission during the public hearing for consideration.

OTHER AGENCY INVOLVEMENT:



The following agencies have reviewed the project:

- Environmental Health Bureau
- RMA-Public Works
- RMA-Environmental Services
- Water Resources Agency
- Monterey County Regional Protection District
- Carmel Valley Land Use Advisory Committee

The proposed project was reviewed by the Carmel Valley Land Use Advisory Committee on April 2, 2018. The LUAC recommended approval of the project by a vote of 7/0 and provided recommendations for consideration. These recommendations include: prohibiting parking along Carmel Valley Road, explore opportunities to expand existing shuttle service, limit set-up and removal activities to only daytime, monitor traffic and attendance, and develop and implement an emergency and medical service plan (**Exhibit C**). As discussed above, a detailed project description has been included in Condition No. 1 and submittal for review and approval of a Traffic Control Plan is required in accordance with Condition No. 4. No issues remain.

FINANCING:

Funding for staff time associated with this project is included in the FY2017-2018 Adopted Budget for RMA-Planning.

Prepared by: Anna V. Quenga, Senior Planner, x5175 
Reviewed by: Brandon Swanson, RMA Planning Services Manager 
Approved by: John M. Dugan, FAICP, Deputy Director of Land Use and Community Development

The following attachments are on file with the RMA:

- Exhibit A - Project Data Sheet
- Exhibit B - Draft Resolution
 - Conditions of Approval
 - Project Plans
- Exhibit C - LUAC Minutes
- Exhibit D - Initial Study/Negative Declaration
- Exhibit E - RMA-Director Memo Dated May 23, 2017
- Exhibit F - Vicinity Map
- Exhibit G - Letter of Support

cc: Front Counter Copy; Anna V. Quenga, Senior Planner; Brandon Swanson, RMA Services Manager; Quail Lodge Inc., Owner; Anthony Lombardo and Associates, Applicant; The Open Monterey Project (Molly Erickson); LandWatch (Executive Director); Project File PLN170098.