



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: ZA 17-028, **Version:** 1

PLN170015 - AT&T

Public hearing to consider allowing assemblages of up to 175 people per day at a residential property (1557 Cypress Drive, Pebble Beach) for up to 10 days per year during the annual AT&T Pebble Beach Pro-Am Golf Tournament and periodic US Open Championship.

Project Location: 1557 Cypress Drive, Pebble Beach, Del Monte Forest Land Use Plan

Proposed CEQA action: Categorically Exempt per Section 15301 of the CEQA Guidelines.

RECOMMENDATION:

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

- a. Find the project Categorically Exempt per Section 15301 of the CEQA Guidelines; and
- b. Approve a Coastal Development Permit to allow assemblages of people (maximum of 175 guests per event day) for no more than 10 days per calendar year to only occur during the annual AT&T Pebble Beach Pro-Am Golf Tournament and periodic US Open Championship. The project involves no permanent construction or changes to the existing structures.

The attached draft resolution includes findings and evidence for consideration (**Exhibit A**). Staff recommends approval subject to 5 conditions of approval.

PROJECT INFORMATION:

Agent: Braden Sterling

Property Owner: AT&T Services Inc

APN: 008-401-001-000

Parcel Size: 1.3 acres

Zoning: LDR/1.5-D(CZ) or "Low Density Residential, 1.5-acre minimum, with Design Control Overlay, Coastal Zone

Plan Area: Del Monterey Forest Land Use Plan

Flagged and Staked: No

SUMMARY:

AT&T Services Inc. purchased a 1.3-acre residential property with an existing 4,605 square foot single family dwelling and 721 square foot accessory structure located at 1557 Cypress Drive, within Pebble Beach.

Previously AT&T would host events at the Fairway One house owned by the Pebble Beach Company, which has been demolished and replaced with new conference facilities. This application is a request for a Coastal Development Permit to allow AT&T to host events consisting of a maximum of 175 people per event day for no more than 10 calendar days per year. These events are planned to occur only during the time of the annual Pebble Beach Pro-Am Golf Tournament and periodic US Open Golf Championship.

DISCUSSION:

The project site is an existing single family dwelling located at 1557 Cypress Drive, 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), as onsite portable restrooms will be provided for each event day. The project will, however, require the use of temporary tents and/or seating

and platforms, for which appropriate permit applications will be submitted, reviewed, and considered for each event by County Building Services and applicable Fire agency.

The project was reviewed by both RMA-Planning and the Pebble Beach Community Fire Protection Services District (PBFP) for consistency, site suitability and public health and safety concerns. Neither department found inconsistencies or a risk to public health and/or safety. PBFP deemed the project complete without a recommendation for conditions, as the site is adequately developed and emergency access is existing.

RMA-Planning recommends minimal conditions and is recommending approval of the permit for an initial period of 2 years (valid through May 2019) with an option for an administrative three (3) year extension option (see Condition 4). After the first five (5) years, assuming permit compliance and no impact to public health or welfare, the Chief of Planning may review the permit every 5 years, to ensure operations are consistent with the grant, terms and conditions of the Use Permit. (See Condition 5). The initial limited permit period is recommended to ensure that the hosting of events during the golf tournament(s) does not result in any unforeseen impacts to the surrounding residential community.

It should be noted that the project site, 1557 Cypress Drive is located approximately in the center of the golf course and the surrounding area is turned into an “event center” each year during the annual “AT&T Pebble Beach Pro-Am” and periodic hosting (roughly every ten years) of the “US Open Championship”. The hosting of events on this site will not differ from any other events/activities occurring in/on the surrounding properties.

Breakdown of Proposed Events

The proposed annual “AT&T Pebble Beach Pro-Am” assemblage would consist of the following:

- 25 player-guests who play in the tournament as guests of the Chairman of AT&T:
 - All player-guests would stay and park at Casa Palmero (off-site location). During the event, 1557 Cypress would be available to the 25 player-guests from Monday-Sunday during the tournament week. AT&T would utilize courtesy cars/drivers to shuttle the player-guests to and from the tournament.
- 150 spectator-guests that do not play in the tournament:
 - All spectator-guests stay and park at the Monterey Plaza Hotel. During the event, 1557 Cypress would be available to host spectator-guests from Thursday-Sunday during the tournament week. AT&T will utilize shuttle vans to transport spectator-guests to 1557 Cypress from the hotel.
- 15 reserved parking spaces at The Spa at Pebble Beach, which will be utilized for parking the shuttle vans.
- On-site catering for all guests provided by private catering companies.
- On-site Executive restrooms (portable) for all guests at 1557 Cypress Drive.
- Various daily on-site events operating from approximately 6:00am to 6:00pm (Monday-Sunday of tournament week).

The proposed periodic (2019/every 10 years) “US Open Championship” assemblage would consist of the following:

- 175 spectator-guests hosted at 1557 Cypress from Monday-Sunday during the US Open Championship week.
 - The longer timeframe allows spectator-guests to utilize the property as a central-hub while observing both practice rounds (Monday-Wednesday) and the Championship (Thursday-Sunday).

- No on-site or street parking allowed.
 - Guests will utilize shuttles provided by the US Golf Association.
- On-site catering for all guests provided by private catering companies.
- On-site Executive restrooms (portable) for all guests at 1557 Cypress Drive.
- Various daily on-site events operating from approximately 6:00am to 6:00pm (Monday-Sunday of tournament week).

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.

CEQA

California Environmental Quality Act (CEQA) Guidelines Section 15301 categorically exempts the permitting and/or leasing of existing private structures, involving negligible or no expansion of use. The proposed project involves the hosting of assemblages of people for no more than 10 days per calendar year, per event to only occur during the annual AT&T Pebble Beach Pro-Am Golf Tournament and periodic US Open Championship and utilizes an existing private structure (single family dwelling) and does not involve the expansion of use or construction of any new facilities

OTHER AGENCY INVOLVEMENT:

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

RMA-Planning

Pebble Beach Community Fire Protection District

The proposed project was reviewed by the Del Monte Forest Land Use Advisory Committee (LUAC) on April 6, 2017. The LUAC recommended approval of the project as proposed, by a vote of 5-0 (2 members absent) (**Exhibit B**).

Prepared by: David J. R. Mack, AICP, Senior Planner, Ext. 5096

Reviewed by: Brandon Swanson, RMA-Services Manager

Approved by: Carl P. Holm, AICP, RMA Director

The following attachments are on file with the RMA:

Attachments:

Exhibit A - Draft Resolution including:

- Conditions of approval
- Site Plans

Exhibit B - Del Monte Forest LUAC Minutes

Exhibit C - Vicinity Map

cc: Front Counter Copy; Zoning Administrator, California Coastal Commission; David J. R. Mack, AICP, Senior Planner; Brandon Swanson, RMA Services Manager; Braden Sterling, Agent; Christopher Burt, Agent; AT&T Services Inc., Applicant/Owner; The Open Monterey Project (Molly Erickson); LandWatch (Executive Director); John H. Farrow; Janet Brennan; Project File PLN170015