



Board Report

File #: ZA 19-088, **Version:** 1

PLN180459 - PEBBLE BEACH COMPANY

Public hearing to consider the assemblage of up to 500 people maximum for public ticketed events and up to 250 people maximum for private hospitality uses for four (4) calendar years (2019-2022), not to exceed 10 consecutive days per event or a total of 30 event days annually at a 1.79-acre residential property known as the "Canary Cottage " adjacent to the Lodge in Pebble Beach. No new permanent structures are proposed. All existing structures to remain.

Project Location: 1498 Cypress Drive, Del Monte Forrest Land Use Plan. (Assessor's Parcel Number 008-455-001-000), Del Monte Forrest Land Use Area Plan.

Proposed CEQA action: Categorically Exempt per §15304(e) of the CEQA Guidelines.

RECOMMENDATION:

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

- a. Find that the project is a minor temporary use of land having negligible or no permanent effects on the environment and therefore qualifies as a Class 4 Categorical Exemption per §15304(e) of the CEQA Guidelines; and
- b. Approve a Coastal Development Permit for four (4) years (2019-2022) to allow assemblages of up to 500 people maximum for public ticketed events and up to 250 people maximum for private hospitality events not to exceed 10 consecutive days for each event and not to exceed a total of 30 event days annually. The assemblages of people will consist of a variety of temporary structures with support elements. No permanent structures are proposed. All existing structures are to remain. The property is located at 1498 Cypress Drive, known as the "Canary Cottage", Pebble Beach (Assessor's Parcel Numbers 008-455-001-000), Del Monte Forest Land Use Plan, Coastal Zone.

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

PROJECT INFORMATION:

Agent: Cheryl Burrell with Pebble Beach Company

Property Owner: Pebble Beach Company

APN: 008-455-001-000

Parcel Sizes: 1.79 acres

Zoning: Low Density Residential/1.5 Acre Minimum - Design District Overlay (LDR/1.5-D)

Plan Area: Del Monte Forrest Land Use Area Plan

Flagged and Staked: Not Applicable - No construction of permanent facilities is proposed.

SUMMARY:

Located at 1498 Cypress Drive Pebble Beach, CA the project site is a 1.79-acre residential property known as the "Canary Cottage" adjacent to the west end of the Lodge at Pebble Beach, south of the Pebble Beach Market and Parking lot, east of a residential home and north of the Carmel Bay. The applicant is proposing to use the site for future annual special events including: the 2019 U.S. Open Golf Championship (June of 2019), Concours d'Elegance (August of 2019, 2020, 2021, and 2022), AT&T Pebble Beach Pro-Am golf tournament (February of 2020, 2021, and 2022), and the Pebble Beach Food & Wine Festival (March/April of 2020, 2021, and 2022). These events are open to the public with paid ticket entry, although access to the property may be

restricted to invited guests. Additionally, smaller private hospitality events will be held at the site. Each special event to occur at the site will not exceed 10 consecutive days and the accumulation of all events will not exceed a total of 30 days per calendar year.

DISCUSSION:

The project site is zoned Low Density Residential/1.5 Acre Minimum - Design Control District Overlay (LDR/1.5-D). Assemblages of people such as carnivals, festivals, races and circuses, not exceeding 10 days and not involving construction of permanent facilities is allowed in the LDR Zone with a Coastal Development Permit approved by the Zoning Administrator (Section 20.14.050(R)). Design Control (D) District Approval is not required for the project since the use does not propose any construction of permanent structures.

On October 5, 2018, the applicant submitted a Coastal Development Permit application for temporary term usage (4-years) of the property located at 1498 Cypress Drive Pebble Beach, CA for events and assemblages of people. Only temporary structures are proposed, and all existing structures are to remain. When not in use for an event, the main dwelling will not be utilized as a transient rental (i.e.: Short Term Rental) but may be utilized by the Pebble Beach Company as a temporary residential dwelling (no charge) based on company needs. While the size of the proposed events and temporary structures would vary there will be three general special event layout plans (Scenarios A, B and C) that the applicant is proposing to use as shown on **Exhibit B2**. Scenario A proposes temporary tents at the front and rear side of the property for hospitality events serving more than one client, Scenario B proposes a larger temporary tent at the rear of the property used primarily for a single corporate client, and Scenario C proposes a temporary viewing deck at the rear of the property used either by a corporate client or for general ticketed public use. For each event, the applicant will be required to obtain a Temporary Construction Permit, which is reviewed by County agencies including: Planning, Building, Environmental Health, Fire and Public Works.

The site will be limited to no more than 30 event days per calendar year and no more than 10 consecutive days per event as stated in the modified “Specific Uses” Condition (**Condition No. 1**). Between the years 2019 - 2022, the applicant estimates the property will be used for the following events (also see **Exhibit B3**):

2019 Events

2019 U.S. Open - 7 days
2019 Concours d'Elegance - 7 days
2019 Corporate Events - TBD, but no more than 16 days
Total 2019 Use: 30 days

2020 Events

2020 AT&T Pebble Beach Pro-Am - 7 days
2020 Pebble Beach Food & Wine - 4 days
2020 Concours d'Elegance - 7 days
2020 Corporate Events - TBD, but no more than 12 days
Total 2020 Use: 30 days

2021 Events

2021 AT&T Pebble Beach Pro-Am - 7 days
2021 Pebble Beach Food & Wine - 4 days
2021 Concours d'Elegance - 7 days
2021 Corporate Events - tbd, but no more than 12 days

Total 2021 Use: 30 days

2022 Events

2022 AT&T Pebble Beach Pro-Am - 7 days

2022 Pebble Beach Food & Wine - 4 days

2022 Concours d'Elegance - 7 days

2022 Corporate Events - tbd, but no more than 12 days

Total 2022 Use: 30 day

Noise

The event may include live music and audible noise but will be restricted to the hours and operation of the event which will not occur between the hours of 10pm and 8am in accordance with Chapter 10.60 - Noise Control of the Monterey County Code and as conditioned (Condition No. 1).

Existing and Proposed Structures

The project proposes only temporary structures and no permanent structures shall be erected under this Permit. No existing structures are proposed to be removed or altered, including the Canary Cottage (a Historic Resource listed within the Monterey County Registry of Historic Resources), three (3) Cottages, one (1) Guest house and one (1) Greenhouse. The existing landscaping and trees onsite will also remain.

Access & Parking

Sufficient access & parking for the events will be provided and will be managed by Pebble Beach Security staff. Onsite parking as shown in **Exhibit B2** will be provided as well as off-site parking facilities readily available at nearby parking lots including: the existing lots in and around The Lodge, Peter Hay Hill, Special Event Field, and the area of the former Pebble Beach Driving Range (Planning Area V). The applicant also anticipates event attendees will be transported to and from the site via shuttle buses from locations outside of the area such as the Inn at Spanish Bay. The project has been conditioned (**Condition No. 3**) to ensure that a shared traffic and parking management plan is provided to the Monterey County Special Events Task Force and Public Works for review and approval when there are multiple large events taking place and using the same parking facilities.

Scenic View

The project site is located within the "Viewshed from Point Lobos" as indicated in the Monterey County Del Monte Land Use Plan - Visual Resources - Figure 3. According to the Del Monte Forrest LUP, the preservation of scenic resources shall be a primary objective including the view from distant publicly accessible shoreline areas such as found at Point Lobos State Natural Reserve. The applicant provided photo simulations of the temporary tents located at the project site from the closest Point Lobos viewing area (see **Exhibit F**). Staff determined that the project does not create a substantially adverse visual impact since the tent structures are only temporary and since each event will require approval of a special events development plan (Condition No. 3) which will ensure the proposed temporary structures, lighting and signage will not be visually intrusive when viewed from the distant publicly accessible shoreline area of Point Lobos.

Solid Waste/Recycling, Food Preparation & Bathroom Facilities

Solid waste & recycling management plan is required to be submitted to Environmental Health Bureau (EHB) for each proposed special event. When food is prepared, or sold during an event, an application for a temporary food facility permit is required to be submitted to the Consumer Health Protection Services prior to EHB

approval. 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.

Emergency Evacuation Plan & Site Safety

Each proposed Site Plan Scenario provides an emergency vehicle access route and an evacuation route. In the event of emergency, evacuation of the temporary structures will be to the lawn area at the rear of the property or to the Lodge/18th Green area located southeast of the property. Due to the vertical drop from the rear property line to the shoreline, cautionary signage or temporary barriers of some sort will be placed at the rear edge of the property, similar to signage along the coastline at points of interest areas and overlooks.

Permit Expiration

The Coastal Development Permit will be issued for four (4) calendar years beginning February 2019 and ending December 2022. This would be in keeping with past Permits approved for assemblages of people as it would also allow sufficient number of events to occur for staff to determine if the Coastal Development Permit should be extended. The applicant/Owner can apply for a Coastal Development Permit Extension 120 days prior to expiration of the Coastal Development Permit (**Condition No. 5**). Additionally, the Coastal Development Permit can be revoked at any time if the applicant is determined not in compliance with the Coastal Development Permit's Conditions of Approval.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

This project is categorically exempt from CEQA review pursuant to §15304(e) (class 4) of the CEQA Guidelines in that the project proposes only a "minor temporary use of land having negligible or no permanent effects on the environment including carnivals, sales of Christmas trees, etc."

OTHER AGENCY INVOLVEMENT:

The following agencies have reviewed the project and have no comments or conditions:

- RMA - Environmental Services
- RMA - Public Works
- RMA - "Special Events" Permitting Services
- Cypress Fire Protection District
- Environmental Health Bureau
- Monterey County Sheriff's Office

LUAC

The project was referred to the Del Monte Land Use Advisory Committee (LUAC) for review on November 15, 2018. After conducting a site visit, the LUAC recommended approval of the project by a vote of 4-0.

Prepared by: Shelley E. Glennon, Senior Planner, x5173

Reviewed by: Brandon Swanson, RMA Interim Chief of Planning

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

B1 Conditions of Approval

B2 Project Plans

B3 Special Event Development Plan

Exhibit C - Vicinity Map

Exhibit D - Del Monte Forest LUAC Minutes

Exhibit E - Staff Site Visit Photos

Exhibit F - Photo Simulation Point Lobos Viewshed

cc: Front Counter Copy; Zoning Administrator; Craig Spencer, RMA Services Manager; Shelley Glennon, Project Planner; Cheryl Burrell, Agent; Pebble Beach Company, property owner; Project File PLN180459.