



County of Monterey

Item No.1

Zoning Administrator

Legistar File Number: ZA 25-073

November 13, 2025

Introduced: 11/7/2025

Current Status: Agenda Ready

Version: 1

Matter Type: Zoning Administrator

PLN250242 - PEBBLE BEACH COMPANY (AT&T MOBILITY) (CONTINUED FROM OCTOBER 30TH, 2025)

Public hearing to consider installation of a wireless telecommunication facility consisting of a 40-6 foot high pole with one antenna and associated equipment greater than the height allowed for the zoning district, within 750 feet of a known archaeological resource.

Project Location: Pebble Beach Company Right-of-Way, Adjacent to the property located at 3426 17 Mile Drive, Pebble Beach, CA 93953 (Coordinates 36.5606724 N, 121.9272187 W)

Proposed CEQA action: Find the project Categorically Exempt pursuant to CEQA Guidelines section 15303, 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 3 Categorical Exemption from CEQA Guidelines Section 15303, and that none of the exceptions from Section 15300.2 apply to the project; and
- b. Approve a Combined Development Permit consisting of a 1.) Coastal Development Permit and Design Approval to allow the installation of a wireless telecommunication facility consisting of a 40-6 foot high pole with one antenna and associated equipment; 2.) Coastal Development Permit to exceed the required height of 30 feet established by the district; and 3.) Coastal Administrative Permit to allow development within 750 of an archaeological resource.

The attached draft resolution includes findings and evidence for consideration (**Exhibit B**). Staff recommends approval subject to 8 conditions of approval.

PROJECT INFORMATION

Agent: Justin Giarritta

Property Owner: PEBBLE BEACH COMPANY (AT&T MOBILITY)

APN: 008-381-007-000

Parcel Size: N/A

Zoning: N/A

Plan Area: Del Monte Forest Land Use Plan (Coastal Zone)

Flagged and Staked: N/A

Project Planner: Jade Mason, Assistant Planner

MasonJ@countyofmonterey.gov, (831)755-3759

SUMMARY/DISCUSSION

The subject property is located within a utility easement (Coordinates 36.5606724 N, 121.9272187 W) adjacent to 3426 17 Mile Drive, Pebble Beach, within the Del Monte Forest Area. The applicant (AT&T Mobility) proposes the installation of a small cell wireless telecommunication facility (WCF). This project does not include an increase in wastewater generation or installation, upgrade, or repairs to any onsite wastewater treatment system components. This project was duly noticed and scheduled before the Monterey County Zoning Administrator on October 30th, 2025. After staff's presentation and public comment, the Zoning Administrator continued the item to November 13th, 2025 to ensure the proposed development does not impact the public viewshed from 17 Mile Drive and other designated vista points. As discussed below, the proposed development will not cause a significant adverse visual impact.

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 Monterey County General Plan (General Plan), Del Monte Forest Land Use Plan (DMF LUP), Del Monte Forest Coastal Implementation Plan (DMF CIP), and applicable sections of the Monterey County Coastal zoning ordinance (Title 20).

Site Location and Analysis

The development is proposed to be located on 17 Mile Drive, which is a private road, owned and maintained by Pebble Beach Company. The General Plan does not specify a land use designation for privately or publicly owned roads; however, the County considers such land use as Public/Quasi Public use, serving the public at large. Accordingly, Title 20, section 20.40.050.S allows for WCF subject to a Coastal Development Permit in each case. Staff analyzed the proposed development for the best siting and location for the WCF. The proposed development would allow AT&T to provide maximum coverage to its customers. Staff recommended the proposed development to be moved to lessen visual impacts, to which the applicant shifted the wireless communication facility near the tree line and vegetation to better screen the wooden pole and make the development less of a contrast against the skyline. As proposed, the development would not detract from views of the sea and forest, pursuant to DMF LUP Policy 56 as development shall be designed and sited to minimize obstructions of and degradation to views from the road to the sea. The Applicant provided Service Coverage Maps illustrating this area to have poor coverage, and the proposed WCF would provide a clear and consistent mobile service within the area (**Exhibit F**). According to these Service Coverage Maps, the proposed facility is necessary to close significant service coverage gap area within Del Monte Forest.

Co-Location

Title 20 section 20.64.310 encourages co-location of wireless facilities when possible. Co-location opportunities were analyzed for the proposed project. There are no existing WCF that could be used for co-location and meet the coverage objectives identified in the plan provided. The project includes the installation of a 40-6 foot WCF which includes an antenna, two radios and associated equipment. The project includes a condition to encourage future co-location by other wireless carriers (Condition No. 6).

Design and Visual Resources

The surrounding areas are designated as a Design Control Zoning District (“D” zoning overlay). Pursuant to Title 20, Chapter 20.44, the regulation of the location, size, configuration, materials, and colors of structures and fences is intended to protect the public viewshed and preserve neighborhood character. The proposed WCF will utilize the same material and colors as the existing utility pole, which is wooden dark brown. The development is surrounded by existing vegetation and as designed would blend with the surrounding environment. DMF LUP Forest Visual Resources Map Figure 3 identifies this subject area to be within the 17-Mile drive public viewshed and near a designated vista point. DMF LUP Policy 48 indicates that new development within visually prominent settings, as illustrated on Figure 3, shall be sited and designed in such a manner that will not take away the scenic value of the area. DMF LUP Policy 52 further reinforces that new structures shall be sited and designed to harmonize with the natural setting and not be visually intrusive. The colors and materials of the pole blend with the surrounding environment and match existing nearby poles. The applicant suspended a balloon simulation to the proposed 40-6 foot height and staff conducted site visit on November 6th, 2025, and viewed it from different points to ensure adverse impacts were minimized on scenic views (Exhibit G). Based on this site visit, staff found that the previously proposed development has potential, although minimal, to have a visual impact due to the minimal vegetation surrounding the WCF being at a significant lower height. Staff worked with the applicant to move the development approximately 15 feet towards existing vegetation of similar height. Based on this revision, staff found that the proposed development blends with the surrounding area and does not have any impact to any public views.

Although this exceeds the maximum height allowed for PQP, Title 21 section 20.62.030 allows for towers, poles, water tanks and similar structures may be erected to a greater height than the limit established by the zoning district subject to a Coastal Development Permit. As proposed, the project would be consistent with design and visual resource policies of the DMF LUP and Title 20.

Radio Frequency

The applicant has submitted a report prepared by Waterford Consultants (Exhibit D), evaluating the proposed facility. The report finds that the facility will comply with prevailing Federal Communications Commission (FCC) and Occupational Safety and Health Administration (OSHA) standards for limiting public exposure to radio frequency energy. This finding is consistent with measurements of actual exposure conditions taken at other operating base stations. The site is adequate for the proposed development of the wireless communication facility and the applicant has demonstrated that it is the most adequate for the provision of services as required by the FCC.

Cultural Resources

Monterey County Geographic Information System (GIS) records identify the subject property to be within a high archaeological sensitivity area and is not within a known or potential archaeological resource area. An Archaeological Report (LIB120206) was previously conducted on the adjacent parcel and concluded the site was inconclusive of potential significant archaeological resources in the project area and no evidence of significant historical resources. The proposed project would be adjacent to this parcel in an area previously disturbed by the existing utility pole. The proposed WCF

would be in the same location and depth of the existing pole. An archaeological waiver was submitted to and approved by a designee of the Chief of Planning given that the proposed development does not involve land clearing and land disturbance of previously disturbed land, and no cultural resources were discovered in the initial installation of the original existing pole. Staff has deemed that an archaeological report is not required under the Title 20 section 20.147.080.B.1. There is no evidence that any cultural resources would be disturbed, and the potential for inadvertent impacts to cultural resources is limited. This will be controlled by application of the County's standard project condition (Condition No. 3), which requires the contractor to stop work if previously unidentified resources are discovered during construction.

CEQA:

California Environmental Quality Act (CEQA) Guidelines Section 15303 categorically exempts the installation of small new equipment and facilities on small structures. The proposed project is to install a small cell wireless telecommunication facility. The project does not involve the removal of trees or major vegetation. There are no exceptions pursuant to Section 15300.2. No evidence of significant adverse environmental effects was identified during staff review of the development application. There is no cumulative impact without any prior successive projects of the same type in the same place, over time. There is no significant effect on the environment due to unusual circumstances. The site is not included on any list compiled pursuant to Section 65962.5 of the Government Code to be considered a hazardous waste site. No evidence of known historical resources was identified that may cause a substantial adverse change. The project site will not impact scenic resources within the scenic highway, such as trees, rock outcroppings, and historical buildings.

LAND USE ADVISORY COMMITTEE:

The proposed project was reviewed by the Del Monte Forest Advisory Committee on September 18th, 2025. The LUAC voted unanimously 3-0 to recommend approval of the project (Exhibit C).

OTHER AGENCY INVOLVEMENT

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

- HCD-Engineering Services
- Environmental Health Bureau
- HCD-Environmental Services
- Pebble Beach Community Services District
- California Coastal Commission

Prepared by: Jade Mason, Assistant Planner

Reviewed and Approved by: Jacquelyn M. Nickerson, Principal Planner

The following attachments are on file with HCD:

Exhibit A - Project Data Sheet

Exhibit B - Draft Resolution including:

- Recommended Conditions of Approval
- Site Plans

Exhibit C - LUAC Minutes

Exhibit D - Radio Frequency Report
Exhibit E - Vicinity Map
Exhibit F - Coverage Map
Exhibit G - Photo Simulations

cc: Front Counter Copy; Pebble Beach Community Services District; HCD-Environmental Services;
HCD-Engineering Services; Environmental Health Bureau; Jade Mason, Assistant Planner; Jacquelyn
M. Nickerson, Principal Planner; Pebble Beach Company, Property Owner; Justin Giarritta, Agent;
The Open Monterey Project (Molly Erickson); Landwatch: Planning File