

**HUNTINGTON BEACH
OFFICE OF THE ZONING ADMINISTRATOR
EXECUTIVE SUMMARY**

TO: Zoning Administrator
FROM: Jill Arabe, Assistant Planner
DATE: August 15, 2012

SUBJECT: COASTAL DEVELOPMENT PERMIT NO. 12-05 (RUSSO AND STEELE AUTO AUCTION)

LOCATION: 21101 Pacific Coast Highway, 92648 (ocean side of Pacific Coast Highway, between Huntington Street and Beach Boulevard)

Applicant: Drew Alcazar, 5230 S. 39th Street, Phoenix, AZ 85040

Property Owner: City of Huntington Beach, 2000 Main Street, Huntington Beach, CA 92648

Request: To permit an annual automobile auction for a period of 11 days during the month of June for five years (2013-2017). The main event will take place for four days and include amplified music, auction announcements, food and alcohol sales. The event will be held within the beach parking lot located between Huntington Street and the Hyatt pedestrian bridge and temporarily displace up to 588 parking spaces. The request also includes a parking management plan with shuttle services to remote parking lots located at Rodgers Senior Center, City Hall, Edison Park, Edison High School, and Newland Barn. Parking within the hotel parking lots will be available for event participants, attendees, and staff..

Environmental Status: This request is covered by Categorical Exemption, Section 15304, Class 4, California Environmental Quality Act.

Zone: SP5 - CZ (Downtown Specific Plan – Coastal Zone)

General Plan: OS – S (Open Space – Shore)

Existing Use: Beach parking lot

RECOMMENDATION: Staff recommends approval of the proposed project based upon the following findings:

SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:

The Zoning Administrator finds that the project will not have any significant effect on the environment and is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to section 15304 of the CEQA Guidelines, because the project consists of a

minor temporary use of land having no permanent effects on the environment, similar in nature to such temporary uses as carnivals, sales of Christmas trees, etc.

SUGGESTED FINDINGS FOR APPROVAL - COASTAL DEVELOPMENT PERMIT NO. 12-05:

1. Coastal Development Permit No. 12-05 to permit an annual automobile auction for a period of 11 days during the month of June for five years (2013-2017) conforms with the General Plan, including the Local Coastal Program. The project is consistent with the following General Plan objectives and policies:

A. Land Use Element

Policy LU 14.1.3: Require that structures located in the City's parks and other open spaces be designed to maintain the environmental character in which they are located.

B. Coastal Element

Policy C 1.1.4: Where feasible, locate visitor-serving commercial uses in existing developed areas or at selected points of attraction for visitors.

Policy C 1.1.6: Temporary and seasonal activities within the coastal zone which do not qualify as exempt activities pursuant to the Commission's guidelines adopted by the commission pursuant to Section 30610(i) of the Coastal Act shall be monitored and regulated through the coastal development permit process to protect coastal resources from adverse impacts associated with the seasonal or temporary activities.

Policy C 2.4.1: Maintain an adequate supply of parking that supports the present level of demand and allows for the expected increase in private transportation use.

C. Recreation and Community Services Element

Objective RCS 1.1: Encourage recreational opportunities unique to Huntington Beach which will enhance visitation and economic development.

The proposed automobile auction is a visitor-serving commercial use and provides a recreational opportunity for classic car enthusiasts and tourists. It is proposed within close proximity of the downtown area, which comprises of other visitor-serving commercial uses. The event is located within an existing beach parking lot and will temporarily displace up to 588 parking spaces. A total of 795 parking spaces will be provided and maintained at five remote parking lots including City Hall, Edison High School and Park, Rodgers Senior Center, and Newland Barn with shuttle services to and from the lots. No other events will impact parking at the remote lots. Furthermore, the demand for additional parking for the event is not anticipated because the majority of attendees will reside as guests at the Hilton and Hyatt hotels across the street. Approximately 1,300 hotel parking spaces are available for guests and visitors, which adequately supplies parking for the event. As conditioned, event participants and spectators will be notified to park within the hotel parking lots.

The auction event will not permanently alter the property. Associated temporary improvements such as the fencing, canopies, and tent will be removed upon completion of the event. Public access to coastal waters will be available to the general public, as the event does not encroach into sidewalks, parking lot entrances, or the shoreline. The general public may visit the vendor/sponsor areas with no charge, but paid admission will be required for viewing vehicles and participating in the auction. The visual presence of the event near the iconic downtown and pier will attract tourists and increased revenue.

2. The project is consistent with the requirements of the CZ Overlay District, the base zoning district, as well as other applicable provisions of SP5 (Downtown Specific Plan), the Huntington Beach Zoning and Subdivision Ordinance (HBZSO), and the Huntington Beach Municipal Code (HBMC). The automobile auction is located within District No. 7 (Beach) of SP5, which allows for beach open space uses or other related uses subject to the review and approval of the City's Design Review Board. The project is also subject to approval of a Specific Events Permit. Although the temporary event will displace up to 588 parking spaces, coastal resources including the beach, boardwalk, and all remaining parking facilities will be accessible to the general public. Pedestrian and vehicular access will be available around the event site. Free parking and shuttle service at remote parking lots will be provided to replace the temporary loss of parking.
3. At the time of occupancy the proposed development can be provided with infrastructure in a manner that is consistent with the Local Coastal Program. The project will provide a temporary visitor-serving use that will not significantly change the physical environment. No permanent alterations to the site are proposed. Onsite improvements are limited to the main tent, fencing, canopies, and signage. The project is within a previously developed site in an urbanized area with all necessary services and infrastructure available. Upon completion of the event, all associated equipment and improvements will be removed and returned to its previous condition.
4. The development conforms with the public access and public recreation policies of Chapter 3 of the California Coastal Act. Adequate access to coastal resources is provided around the event site including beach parking lot entrances, nearby public right-of-ways, the pedestrian overpass, and adjacent parking lots. The project includes the replacement of parking with remote parking lots at City Hall, Edison Park, Edison High School, Rodgers Senior Center, and Newland Barn. The remote parking lots are accompanied by shuttle services to the beach and event site which will be free and available for use by the general public.

SUGGESTED CONDITIONS OF APPROVAL - COASTAL DEVELOPMENT PERMIT NO. 12-05:

1. The site plans received and dated April 24, 2012, and the project narrative received and dated July 24, 2012, shall be the conceptually approved design.
2. A minimum of six months prior to the first day of the event scheduled in June 2013, the applicant shall submit to the Planning Division a detailed narrative of the shuttle services and remote parking lot operations program approved by a traffic engineer for review and approval by the Directors of Public Works and Planning & Building. The program shall address, but not be limited to, hours of operation for the shuttle, the number of shuttle buses being provided for the event, anticipated shuttle occurrence/interval time, the route

(i.e., pick up/drop off areas) for shuttle buses, coordination between remote parking lots, and a traffic control plan. At the City's discretion, additional information may be required to be incorporated into the program.

3. Five months prior to the first day of the event scheduled in June 2013, the applicant shall submit to the Planning Division a complete signage program in compliance with the Huntington Beach Zoning and Subdivision Ordinance (HBZSO) and Downtown Specific Plan (SP5). The signage program shall include, but not be limited to, signs posted at the event site, within the public right-of-way, and within remote parking lots, the proposed sign types, the location of proposed signs, and the information provided on the signs. Signage for the shuttle service at the remote parking lots shall identify hours of operation, and emergency and program contact information. The signage program shall be subject to review and approval by the Departments of Public Works and Planning and Building.
4. Upon approval of the shuttle program and signage program, the applicant shall promote and distribute informational materials of the auction including the remote parking lots and shuttle services during the event to sources such as the City website, Russo and Steele website, and event attendees.
5. One week prior to the first day of the event, the applicant shall provide the following:
 - a. Written notification to all the hotels and visitor accommodations within the City of Huntington Beach (including Sunset Beach) regarding the event. The notification shall include information about the partial closure of a portion of the beach parking lot, the location of free parking lots during the event, parking for the event within the Hyatt and Hilton hotel parking lots, and shuttle maps and alternative routes to the beach.
 - b. Written notification to all City beach parking pass holders regarding the event. The notification shall include information about the partial closure of a portion of the beach parking lot, the location of free parking lots during the event, and shuttle maps and alternative routes to the beach.
6. Prior to the commencement of the use, the following shall be completed:
 - a. The Specific Events Permit shall be obtained.
 - b. Signage and fencing shall be reviewed and approved by the Design Review Board **(DRB)**.
7. The use shall comply with the following requirements:
 - a. All conditions required under the Specific Events Permit issued for this event shall remain in effect.
 - b. The event days including setup and takedown shall not exceed a period of 11 days in June, commencing on a Monday for setup and terminating on the following Thursday for takedown.

c. The hours of operation for the four-day main event shall be as follows:

	<u>OPEN</u>	<u>CLOSE</u>
Thursday	9:00 AM	10:00 PM
Friday	9:00 AM	11:00 PM
Saturday	9:00 AM	11:00 PM
Sunday	9:00 AM	4:00 PM

- d. Only the schedule of activities described in the project narrative received and dated July 24, 2012, shall be permitted.
- e. The parking study received and dated July 26, 2012, shall be conceptually approved and as modified by conditions of approval.
- f. All five remote parking lots as proposed shall remain open and available for use during the event with shuttle operations per the approved program in Condition No. 2.
- g. The applicant shall maintain all remote parking lots clear of trash and debris during and after the event on Saturday and Sunday.
- h. No other events shall occur at proposed remote parking lots during the event on weekends.
- i. Use of amplifiers, speakers, and playing of recorded music shall be limited to the event area and shall be discontinued as of 11:00 PM. Speakers shall not be directed toward any housing area.
- j. Any portable/fixed event lighting and theatrical lighting sets shall be positioned and aimed so that they do not shine towards or impair on-coming street traffic.
- k. The applicant shall provide for clean-up of the subject site and adjacent streets of trash and debris after the closing of each day. Clean-up of the site between 10:00 PM and 7:00 AM shall not include the use of any machinery or equipment that may disturb the vicinity. All trash, debris and garbage, as well as special dumpsters, shall be removed from the site each day after the closing of each event.
- l. An event liaison shall be permanently established and available to assist event attendees with issues regarding overall site operations. A sign shall be clearly posted on-site identifying the event contact and telephone number.
- m. All construction and events activities shall comply with the noise thresholds as established by the City Noise Ordinance (Chapter 8.40 Noise Control).
8. CDP No. 12-05 shall become null and void unless exercised within two years of the date of final approval by the Zoning Administrator, or within one year of the date of final Coastal Development Permit approval by the Coastal Commission if the Coastal Development Permit is appealed, or such extension of time as may be granted by the Director pursuant to a written request submitted to the Planning & Building Department a minimum 30 days prior to the expiration date.

9. The City shall monitor the 4-day event operations which may include beach parking lot observations, tracking of ridership for shuttles, parking capacity, and public complaints. A review of the use shall be conducted by the Zoning Administrator with a publically noticed hearing within one (1) year of operation to verify compliance with all conditions of approval, applicable Chapters of the Huntington Beach Zoning and Subdivision Ordinance, and the Municipal Code. At that time the Zoning Administrator may consider modifications to the conditions of approval. In the event that the City determines there is a parking deficiency or if all remote parking lots reach full capacity for two hours as a result of the event, a subsequent review of the use shall be conducted with a publically noticed hearing prior to commencement of the event the following year.
10. In the event that there are any violations of the foregoing conditions or any violations of life safety codes, the event may be terminated by any Police Officer, Fire Inspector, or authorized personnel of the Departments of Community Services and Planning and Building.
11. Minor modifications to the plans shall be reviewed and approved by the Departments of Planning and Building, Community Services, and Public Works for conformance with the intent of the Zoning Administrator's action. If the proposed changes are of a substantial nature, an amendment to the original entitlement reviewed by the Zoning Administrator may be required.
12. The applicant and/or applicant's representative shall be responsible for ensuring the accuracy of all plans and information submitted to the City for review and approval.

INDEMNIFICATION AND HOLD HARMLESS CONDITION:

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney's fees and costs against the City or its agents, officers or employees, to attack, set aside, void or annul any approval of the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.