



# Information Item

**Date: April 25, 2014**

To: Mayor and City Council

From: Karen Ginsberg, Director, Community and Cultural Services

Subject: Update on changes to the Community Event Site Guidelines - 2030 Ocean Avenue (Lot 4S) and 2600 Barnard Way (Lot 5S) Beach Parking Lots

## **Introduction**

This information item provides a summary of changes to the Community Event Site Guidelines for community events at the 2030 Ocean Avenue and 2600 Barnard Way beach parking lots located south of the Pier.

## **Background**

On [May 8, 2001](#), Council adopted Ordinance Number 2008 (CCS) adding Chapter 4.68 to the Santa Monica Municipal Code, Community Events Law, which established a process for permitting community events in public spaces and City parks to provide a coordinated process for managing community events to ensure the health and safety of event patrons, residents, workers, and other visitors. The law also protects the rights of people to engage in expressive activities in public places and to establish the least restrictive and reasonable time, place and manner regulations for those activities.

In accordance with the event law, the Community Event Site Guidelines are an administrative tool that was established to provide guidance to staff in facilitating events that are appropriate in size and frequency relative to the site. The site guidelines include information for each event site regarding frequencies, permitted hours, maximum number of participants, alcohol policy, and policies for vending and amplified sound for events permitted pursuant to the Community Events Ordinance. The site

guidelines are reviewed by staff periodically as needed and adjustments to the guidelines are made administratively.

## **Discussion**

In accordance with the Community Events Law and guidelines, a Community Event Permit was issued for the Nike Training Club (NTC) Tour event that was held on Saturday, March 15, 2014 in the 2030 Ocean Avenue beach parking lot. The extended process of building the temporary event structures, the size of the structures and the noise levels particularly during the long construction/set up period created substantial, negative impacts for the surrounding beach residents. City staff, as well as City Council members, received numerous complaints from south beach neighbors and merchants in the area who were impacted by the event set up and event day activities.

Following the NTC event, Community & Cultural Services staff met with a group of south beach residents to listen to their complaints and concerns related to this event and consider their ideas for making changes to the Site Guidelines. Their concerns focused on excessive noise levels from jack hammering, generators and trucks during early morning and later night hours; temporary lighting that shined into their windows; loud bass-driven music on event day; the failure of the applicant to direct speakers towards the ocean and away from residences; the loss of parking on Ocean Avenue and in the south beach lots; and general traffic congestion in the area. In addition, the applicant jackhammered large holes into the parking lot surface to secure the temporary structures as required by the Building Department. These holes greatly exceeded the penetrations that have customarily been required to secure tent structures used by other events held in this beach lot such as the Independent Spirit Awards. Although the event organizer was required to patch the holes, the extent of the penetration has undermined the surface of the parking lot necessitating resurfacing in the near future.

It is clear to staff that the negative impacts of large scale events in the south beach parking lots outweigh the benefits of having these types of events in these particular

beach parking lots. Therefore, in an effort to better manage the impacts of future events held in these parking lots under the provisions of the Community Events Ordinance, and ensure that events are appropriate in size and frequency to the site, staff is making changes to the administrative Event Site Guidelines to reduce event frequencies, minimize time for set-up and tear-down, limit hours for all activities and reduce the size of temporary structures by not allowing staking into the parking lot surfaces.

Event Site	Description	Current Requirements	New Requirements
2030 & 2600 Beach Parking Lots	Maximum Days per Event	1-3 consecutive days per event (excluding set-up and strike activities)	1-3 consecutive days per event ( <b>including set-up and strike activities</b> )
	Maximum Number of Events per Season	Summer: None  Spring & Fall: 1 event/month (15 days between events)  Winter: 2 events/month (15 days between events)	Summer: None  Spring, Fall & Winter: 1 event/month ( <b>30 days between events</b> )
	Allowable Event Hours	Set-Up: after 7am Event: 8am – dusk Strike: by 10pm	Set-Up, Event and Strike: <b>8am – dusk</b>
	Penetrating, staking and/or drilling into parking lot asphalt to secure temporary structures	Allowed only if deemed necessary by Building and Safety	<b>Not allowed at any time</b>

The Independent Spirit Awards have hosted their annual awards event in the 2030 Ocean Avenue beach parking lot for fifteen years and typically have taken thirteen days to set-up and tear down the temporary tents for the event. While the Independent Spirit

Awards will no longer conform to the new site guideline provisions for the 2030 lot, they had submitted their Event Application for 2015 prior to the changes being made to the site guidelines. Therefore, as has been past practice, the Independent Spirit Awards will be permitted to reserve the 2030 Ocean Avenue beach parking lot in 2015 in accordance with the site guidelines that were in place at the time of their application. However, after 2015, the Independent Spirit Awards will need to find a new location for their event.

### **Summary**

The changes to the Community Event Site Guidelines for the 2030 Ocean Avenue and 2600 Barnard Way beach parking lots create more time between events, restrict the number of days that an event can set up and strike, as well as the allowable hours for set up and strike, will reduce the impacts to the residents and businesses in the area and ensure that events are appropriate for the site.

Smaller community events with minimal set up and strike activities, such as weddings, parties and opening/closing ceremonies for charity walks, should not be affected by the changes. Applications for larger scale community events at the beach will continue to be considered in the 1550 (Lot 1N) beach parking lot, in which the impacts associated with large events, may be better managed. Staff will communicate these changes to the neighbors and to the organizers of the NTC Tour and the Independent Spirit Awards.

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