



Information Item

Date: October 22, 2014

To: Mayor and City Council

From: Karen Ginsberg, Director, Community and Cultural Services

Subject: Update on immediate changes to the Community Event Site Guidelines - 2030 Ocean Avenue (Lot 4S) and 2600 Barnard Way (Lot 5S) Beach Parking Lots; Beach Park #1 and Ocean View Park

Introduction

This information item provides a summary of immediate 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 as well as Beach Park #1 and Ocean View Park in response to neighborhood concerns. Additionally, this information item provides an update on the events that have been planned for these locations prior to these changes being made.

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 Community Event Law and Administrative Instruction, the Community Event Site Guidelines (Site Guidelines) are an administrative tool 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

2030 Ocean Avenue and 2600 Barnard Way Beach Parking Lots

Over the past year, Community Event Permits were issued to several large scale events held either in the 2030 Ocean Avenue or 2600 Barnard Way Beach Parking Lots. These events included the Nike Training Club (NTC) event in March 2014, The Independent Spirit Awards Show in March 2014, and most recently the Vegan Oktoberfest event held on Saturday, October 4th. [In April 2014](#), as a result of neighborhood concerns associated with events in the south beach parking lots, the City modified the Site Guidelines for these locations 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.

The October 4th Vegan Oktoberfest event was granted a permit in accordance with the Community Events Law and the Site Guidelines. Pursuant to the modified Site Guidelines, the event was to vacate the parking lot by dusk which was specified on the Event Permit. Unfortunately, City staff working the event provided erroneous information to the event organizer and allowed them to break down the event well beyond the hours specified on the Event Permit. Neighbors complained about the excessive noise from the late night/early morning move out activities. The Event Permit allowed music at the event during specified event hours with speakers directed away from residents to the extent possible. Despite the direction of the speakers and the music ending at approximately 6:00pm in compliance with the permit, complaints were received regarding the volume of the music. While the music was not the main

focus of the vegan food festival, the volume and duration of the music were very problematic.

It is clear that the negative noise impacts of large scale events in the south beach parking lots outweigh the benefits of having these types of events in these parking lots. Since 2001 when the Community Events law was established, year round beach visitation levels have increased. Parking lots are being used heavily year-round by beach visitors; community events displace this beach parking. Furthermore, beach parking lots are not traditionally used as public forums for expressive activities. Therefore, the Site Guidelines are being changed to close the 2030 Ocean Avenue and 2600 Barnard Way south beach parking lots as event venues except for City-produced or co-produced events. Applications for larger scale community events at the beach will continue to be considered for the 1550 (Lot 1N) beach parking lot north of the Pier. As has been past practice, event applications submitted prior to these guideline changes will be allowed to take place in the south beach lots in accordance with the site guidelines that were in place at the time of their application. These include the following three events:

Date	Event	Location	Permit Status
2/21/15	Independent Spirit Awards	2030 Ocean Ave Parking Lot	Approved w/conditions
3/21/15	Latin Food Fest Grand Tasting	2600 Barnard Way Parking Lot	Application received
5/3/15	Chardonnay 5K/10K Pre/Post Race Festival	2030 Ocean Ave Parking Lot	Approved w/conditions

Beach Park #1 and Ocean View Park

City staff also re-evaluated the Site Guidelines for Beach Park #1 and Ocean View Park. Over the past several years, these south beach parks have become an extremely popular destination for charity/fundraising walks which hold their opening and closing ceremonies in the parks. As with events in the beach parking lots, these events generate noise from announcements as well background music played during the ceremonies, traffic congestion and loss of parking in the beach lots adjacent to the

parcs, all of which impact the south beach neighbors. In addition to walks, the parks continue to be popular event locations for wedding ceremonies, company picnics, and other celebratory events.

The Site Guidelines that previously were in place for these parks considered each location separately with different event frequencies enabling a maximum of 25 events to take place in a one year period at the two parks. Of the 25 maximum events, up to 17 could occur at Beach Park #1; 4 could occur at Ocean View Park; and 4 race related events could occur as well. Additionally, because each location was considered independently multiple events could take place during a single weekend impacting both Saturdays and Sundays. It is important to mention that over the past three fiscal years, the actual number of event permits issued for these two parks has been fewer than the maximum that were allowed as shown in the table below:

Calendar Year	Beach Park #1	Ocean View Park	Races (start/reg)	Total
2012	6 events (includes 4 walks)	5 events (includes 3 walks)	3 race events	14
2013	9 events (includes 5 walks)	3 events (includes 3 walks)	4 race events	16
2014	6 events (includes 4 walks)	3 events (includes 3 walks)	2 race events	11

In recognition of the close proximity of Beach Park #1 and Ocean View Park to each other and in an effort to better manage the impacts of events in this area, staff has changed the Site Guidelines for Beach Park #1 and Ocean View Park to consider these two parks as one site with a single set of event frequencies described below:

Events Including Walks

- Not more than a maximum of 8 events/year.
- # of days allowed: 1
- Not more than 1 event/month
- A minimum of 15 days between events required

Races as provided in Santa Monica Municipal Code 4.68.160 [SMMC]

- Not more than 3 race events/year (start and registration areas)
- Not more than 2/mo (Sept. Oct., Nov.) with minimum of 7 weeks between
- Not more than 1/mo (Dec., & May)

Staff believes that these immediate changes will help to mitigate impacts as staff works with the community to consider possible further modifications to the Site Guidelines to address event times, including set-up/tear down and amplification.

As has been past practice, event applications submitted prior to these changes will be allowed to take place at Beach Park #1 and at Ocean View Park in accordance with the Site Guidelines that were in place at the time of their application as described below.

Beach Park 1

Date	Event	# of Participants	Event Time	Set-Up	Permit Status
2014					
Oct 25	Making Strides Against Breast Cancer (Walk)	800	9am - noon	7am	Permit issued
Oct 26	L.A. Walk for PKD (Polycystic Kidney Disease)	250	9am - noon	7am	Permit issued
2015					
Mar. 8	UCLA Kidney & Hypertension Walk	400	9am - 11:30am	7am	Application received
Aug. 3	West Vineyard Church Picnic & Baptism	200	11am - 4pm	7am	Approved w/conditions

Ocean View Park

Date	Event	# of Participants	Event Time	Set-Up	Permit Status
2014					
Oct 26	24 th Annual Hunger Walk	500	11am - 3pm	8:30am	Permit issued
Nov. 22	So. Cal. MG Walk	150	9am - noon	7am	Approved w/conditions
Dec. 6	Santa Monica-Venice Xmas Run	5000	7am - noon	6am Registration	Approved w/conditions
2015					
Sep. 12	Santa Monica Run Fest	4,000	7:30am - noon	6am	Approved w/conditions
Sep. 20	Liver Life Walk	500	9am - 3pm	7am	Application received

Additional monitoring resources will be provided for the walk events taking place this weekend at Beach Park #1 and Ocean View Park to ensure permit rules are adhered to.

Summary

By closing the 2030 and 2600 south beach parking lots as event forums, except for City-produced or co-produced events, and by considering Beach Park #1 and Ocean View Park as one venue for purposes of community events with one set of frequencies, the total number of events allowed to occur in the south beach area will be reduced, helping to mitigate neighborhood impacts. Staff will continue to work with the neighbors of these parks to consider further changes to the Site Guidelines as necessary.

Prepared By: Karen Ginsberg, Director, Community & Cultural Services