



Honorable Mayor and Members of the Hermosa Beach City Council

CONSIDERATION OF APPROVAL OF A NEW IMPACT LEVEL III SPECIAL EVENT

(Community Resources Director Lisa Nichols)

CEQA: Approval of the new Impact Level III event would be exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15304 (e). This event is a minor, temporary use of land in the form of a temporary sport court rink for ball hockey, hockey, and fitness drills and games, and accompanying brand activations and booths. This type of temporary event will have negligible or no permanent effect on the environment.

Recommended Action:

Staff recommends City Council consider approval of a new Impact Level III Special Event, the Los Angeles Kings Smartwater Hydration Zone and Sprite Chill Zone south of the Pier on Tuesday, September 16, 2024 through Wednesday, September 25, 2024, on the 2024 Special Events Calendar.

Executive Summary:

The City of Hermosa Beach is a highly sought-after destination for special events. Pursuant to the Special Events Policy Guide, the Community Resources Department oversees event requests and permits on public property. New events require approval by City Council through a public hearing.

At its June 25, 2024 meeting, Councilmember Jackson requested, and Councilmembers Francois and Saemann supported, directing staff to advance the new Impact Level III special event request for the Los Angeles (LA) Kings Smartwater Hydration Zone and Sprite Chill Zone for City Council's formal review at its July 23, 2024 meeting.

Background:

The Special Events Policy Guide (**Attachment 1**) serves as a comprehensive document for event producers with information on the review and approval process, applicable fees, policies, and Hermosa Beach Municipal Code chapters and sections pertaining to special events. Special events are evaluated based on several factors and categorized as either Impact Level I, II, or III using the Impact Characteristics Matrix in the Special Events Policy Guide. The matrix considers event characteristics to determine the impact level such as the total estimated attendance; the event location; the day and season in which the event would take place; the total number of consecutive event days; and special requests such

as reserved parking, amplified sound, etc. The event's impact level determines the application submission deadline and the required level of review and approval, which may involve City staff, Parks, Recreation, and Community Resources Advisory Commission (Commission), and/or City Council. Impact Level III events, which are events with the largest impact to the City, require City Council approval. Impact Level II events require Commission approval and Impact Level I events are approved by staff.

Special event application deadlines are as follows:

- **New events:** If the new event is an Impact Level I or II, the application must be submitted at least 90 days in advance of the event. If the new event is an Impact Level III, the application must be submitted no later than July 30 for the following calendar year.
- **Returning Impact Level III events:** Must be submitted no later than July 30 for the following calendar year.
- **Returning Impact Level II events:** Must be submitted at least 90 days in advance of the event.
- **Returning Level I events:** Must be submitted at least 30 days in advance of the event.

Starting June 14, 2023, staff began accepting applications from all event producers interested in applying for 2024 event dates, regardless of each event's Impact Level. Event producers with new or returning Impact Level III event requests were required to submit a special event application by July 30, 2023.

At the discretion of the Community Resources Director, special event applications may be submitted for consideration after the application submittal deadline has passed, provided:

- Unforeseeable circumstances (such as memorial service, team victory celebration, or need for minimal marketing/advertising) exist;
- The event does not exceed peak season event limits; and
- The event can still meet all the event approval findings.

On June 20, 2024, staff received a late application for a new Impact Level III special event: the LA Kings Smartwater Hydration Zone and Sprite Chill Zone, scheduled to take place south of the Pier from Wednesday, September 18, 2024 through Tuesday, September 24, 2024, including load-in and load-out.

As the late application did not meet the criteria for consideration of a late special event application, staff did not proceed with formal consideration of the event by the Commission and City Council.

At its June 25, 2024 meeting, Councilmember Jackson requested, with the support of Councilmembers Francois and Saemann, directed staff to advance the new Impact Level III special event request for the LA Kings Smartwater Hydration Zone and Sprite Chill Zone to City Council for formal review at its July 23, 2024 meeting. Additionally, it was agreed to notify the Commission of the new Impact Level III Special event request at its July 2, 2024 meeting and allow the Commission to provide informal input.

Traditionally, new events require review and a recommendation from the Commission to City Council through a public hearing. However, to comply with the City Council's direction, staff was unable to obtain a formal recommendation from the Commission or meet the formal public noticing requirements for a public hearing.

Past Board, Commission, and Council Actions

Meeting Date	Description
City Council Meeting of June 25, 2024	Councilmember Jackson requested, and Councilmembers Francois and Saemann supported, directing staff to advance the new Impact Level III special event request for the LA Kings Smartwater Hydration Zone and Sprite Chill Zone for City Council's formal review at its July 23, 2024 meeting.
Community Resources Advisory Commission of July 2, 2024	Staff provided notice of the new Impact Level III Special event request to the Commission and allowed the Commission the opportunity to provide informal input on the new Impact Level III special event request.

Discussion:

On June 20, 2024, staff received a late application for a new Impact Level III special event: the LA Kings Smartwater Hydration Zone and Sprite Chill Zone. The event producer requested use of the area south of the Pier from Tuesday, September 16, 2024 through Wednesday, September 25, 2024, including load-in and load-out. The event would be presented as a partnership between the LA Kings and Coca Cola to launch the LA Kings' 2024–25 season and promote Coca Cola products: Sprite Chill, Smartwater, and Coke Zero Sugar.

The event would feature a sport court rink for community members to engage in ball hockey, hockey, and fitness drills and games, with opportunities to interact with LA Kings members and sample Coca Cola products. On Sunday, September 22, 2024, the LA Kings requested use of Schumacher Plaza and Pier Plaza for additional activations such as the LA Kings Mobile Gaming Truck and photo opportunities. The event producer anticipates approximately 500 participants and 1,000 spectators each event day. The event would include sustainability messaging in its marketing and activities. Additional details are included in the LA Kings Smartwater Hydration Zone and Sprite Chill Zone

event overview sheet (**Attachment 2**), and the event is listed on the 2024 Special Events Calendar (**Attachment 3**).

According to the Special Events Policy Guide, the optimal number of event days outside of the peak season is a maximum of 15. At its May 28, 2024 meeting, City Council approved an exception for a new Impact Level II special event, the Hermosa Beach Open, resulting in a total of 17 event days in September. Five of the 15 days are when the Hermosa Beach Concert Series event infrastructure is in place, from Monday, September 9, 2024 through Friday, September 13, 2024, when little to no event activity would take place. Approval of the new event would increase the total to 25 event days in September, requiring another exemption to the policy. This would be the fourth time in 2024 that the monthly event limits are exceeded.

Additionally, the policy allows only two events on any given day. Approval of the event would result in three events on Saturday, September 21, 2024. The previously approved events are the City's Coastal Cleanup Day, in partnership with Heal the Bay, from 9:00 a.m. to 12:00 p.m. on Schumacher Plaza and on the beach north and south of the Pier, and the Glow Ride for Cystic Fibrosis from 5:30 p.m. to 10:00 p.m. on Schumacher Plaza and the Strand north of the Pier.

The event producer has requested an amplified sound permit for a DJ on event days. During the Commission's review, they shared concerns about having simultaneous amplified sound on the beach south of the Pier and Schumacher Plaza on Saturday, September 21, 2024, due to the Glow Ride for Cystic Fibrosis also having a DJ. To address the concern, the event producer agreed to limit their announcements and eliminate music from their event at 5:30 p.m., the start time for the Glow Ride for Cystic Fibrosis.

The City has scheduled the following recreation programs on the beach south of the Pier during the requested event days:

- Wednesday, September 18, 2024: Volleyball 5:45–7:30 p.m.
- Saturday, September 21, 2024: Volleyball from 9:30–11:00 a.m.

The event producer would be required to relocate the volleyball courts within the commercial zone south of Pier and have staff onsite to ensure the courts remain open and free of crowds, thereby avoiding disruptions to volleyball classes throughout the week.

Additionally, the event producer must provide an Americans with Disabilities Act (ADA)-compliant path from the Strand's beach access entrance, between 10th street and 11th street, directly to the sport court rink, and ensure it remains open and free of crowds monitored by onsite event staff.

During the Commission’s review, they questioned the level of branding for Coca Cola versus the LA Kings on event materials. The Special Events Policy Guide mission states that special events should balance resident and visitor needs, are community-friendly, enhance local beach culture, and benefit the local community. The policy guide offers Pier Plaza Promotions as the opportunity for commercial organizations to increase brand awareness and product or service announcements. The Commission suggested the LA Kings provide a draft of event branding (**Attachment 4**) for City Council review to ensure the event aligns with the policy’s mission rather than solely serving as a commercial promotion.

The Commission also requested more information on why the event needs to take place in 2024. The event producer initially shared that the dates align with the launch of the LA Kings 2024–25 season. Following the Commission’s review, additional reasons provided included:

- Showcasing the new LA Kings logo unveiled in June;
- Featuring the new LA Kings Mobile Gaming Truck; and
- Announcing Coca Cola’s new product, Sprite Chill. Coca Cola is a long-standing partner of the LA Kings.

Additionally, September is ideal due to the following:

- The annual LA Kings 5K in Redondo Beach the weekend before; and
- The start of the LA Kings training camp.

The event producer also shared the request for the event to take place in Hermosa Beach because many of the members of the LA Kings and fans of the LA Kings live in the City.

Coastal Commission Review:

Pursuant to the California Coastal Commission’s Guidelines for the Exclusion of Temporary Events from Coastal Commission Permit Requirements adopted on May 12, 1993, the Executive Director of the Coastal Commission shall exclude from coastal development permit requirement all temporary events except those which meet all of the following criteria:

- Held between Memorial Day and Labor Day;
- Occupies all or a portion of a sandy beach area; and
- Involves a charge for general public admission or seating where no fee is currently charged for the same use of the area (not including booth or entry fees).

The requested new Impact Level III special event for the Los Angeles Kings Smartwater Hydration Zone and Sprite Chill Zone is held outside of the Memorial Day to Labor Day

timeframe and does not involve a charge for general public admission or seating. The only charge would be entry fees for the participants.

General Plan Consistency:

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant policies are listed below:

Governance Element

Goal 5. Small beach town character is reflected throughout Hermosa Beach.

Policy:

- **5.7 Visitor and resident balance.** Recognizing the desire and need to balance visitor-serving and local-serving uses as a key to preserving character and the economic vitality of the community.

Parks and Open Space Element

Goal 3. Community parks and facilities encourage social activity and interaction.

Policies:

- **3.1 Community-friendly events.** Encourage, permit, and support community group, nonprofit, or business organized events on City property that support physical activity, beach culture, and family-friendly social interactions.
- **3.2 Social and cultural events.** Design and program parks and open space to accommodate unique social and cultural events to foster connectedness and interaction.

Goal 7. The beach offers high quality recreational opportunities and amenities desired by the community.

Policies:

- **7.3 Recreational asset.** Consider and treat the beach as a recreational asset and never as a commercial enterprise.
- **7.5 Designated recreational uses.** Continually evaluate and explore devoting certain portions of the beach to different preferred recreational uses while providing access for all users and meeting the recreation needs of visitors and residents.

Fiscal and Operational Impact:

If approved, estimated event revenue would be \$35,931 in indirect costs. Additional direct costs would be charged to the event producer for required permits, services, and staff from the Los Angeles County Fire Department, Community Resources Department, Community Development Department, Police Department, and the Public Works Department. The required permits, staff and services from each Department, that would incur additional fees would include, but are not limited to:

- **Los Angeles County Fire Department:** special event permit and event inspections.

- **Community Resources Department:** special event and film permitting processing, and day-of-event staff to monitor the event and ensure all policies and procedures are followed.
- **Community Development Department:** Building and Safety permitting and inspections.
- **Police Department:** Officers and/or Sergeants to work with security guards, provided by the event producer, to ensure public safety on event days. Community Service Officers to oversee reserved parking requests.
- **Public Works Department:** Engineering staff to review, modify as needed, and approve the load-in and load-out plan, and traffic control plan. Operations and maintenance staff to monitor the event load-in and load-out.

The aforementioned list does not encompass the operational impacts from event planning and coordination efforts between City Departments, which include but are not limited to:

- Evaluation of the following:
 - Event-site plan
 - Impacts to parking or downtown operations
 - Traffic control plan
 - Event marketing plan
 - Trash management plan;
 - Portable Restrooms Services plan
 - Grading requirements on the beach.
- Film/Still Photo Permit processing
- Approval of parking plan
- Event noticing
- Approval of the post-event clean-up plan
- Post event site and maintenance
- Event billing

The aforementioned efforts between City Departments would impact and delay other planned or anticipated work, including but not limited to:

- E-bikes enforcement
- Fireworks enforcement
- Beach patrol
- Downtown patrol
- Special or ongoing investigations
- Special operations
- Planning and preparation for the elections
- Planning and implementation of DUI checkpoints
- Advancing City Council directed special projects

- Permitting for other approved special events
- Accommodating new film/still photo permit requests
- Planning and implementation of upcoming Department hosted events such as the Hermosa Beach Concert Series and Community Movie Nights
- Oversight of scheduled recreation programming
- Oversight and advancement of Capital Improvement Projects
- Beautification projects
- Performing scheduled maintenance work
- Response to Go Hermosa requests

Attachments:

1. Special Events Policy Guide
2. LA Kings Smartwater Hydration Zone and Sprite Chill Zone Event Overview Sheet
3. 2024 Special Events Calendar
4. LA Kings Smartwater Hydration Zone and Sprite Chill Zone Draft Event Branding

Respectfully Submitted by: Lisa Nichols, Community Resources Director

Noted for Fiscal Impact: Viki Copeland, Administrative Services Director

Legal Review: Patrick Donegan, City Attorney

Approved: Suja Lowenthal, City Manager