



City of Huntington Beach Planning and Building Department  
**STAFF REPORT**

**TO:** Planning Commission  
**FROM:** Scott Hess, AICP, Director of Planning and Building  
**BY:** Jill Arabe, Assistant Planner   
**DATE:** September 25, 2012

**SUBJECT:** APPEAL OF ZONING ADMINISTRATOR'S APPROVAL OF COASTAL DEVELOPMENT PERMIT NO. 12-05 (RUSSO AND STEELE AUTO AUCTION)

**APPLICANT:** Drew Alcazar, 5230 S. 39<sup>th</sup> Street, Phoenix, AZ 85040

**APPELLANT:** Vice Chairperson Mark Bixby

**PROPERTY**

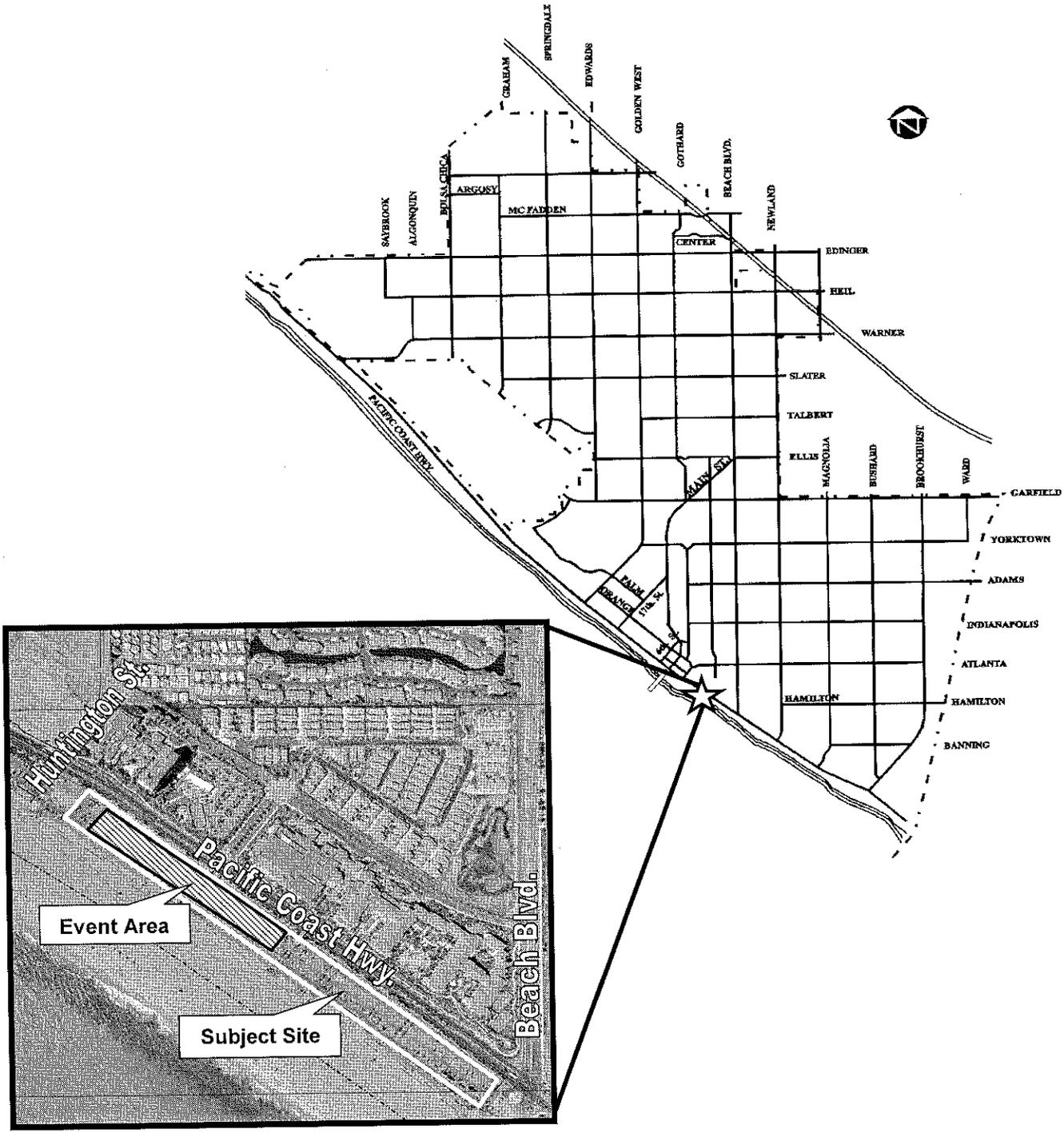
**OWNER:** City of Huntington Beach, 2000 Main Street, Huntington Beach, CA 92648

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

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**STATEMENT OF ISSUE:**

- ◆ Coastal Development Permit (CDP) No. 12-05 is a 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.
  
- ◆ Staff's Recommendation:
  - Approve Coastal Development Permit No. 12-05 based upon the following:
    - The auto auction conforms with the General Plan objectives and policies.
    - The event is temporary and consistent with the Downtown Specific Plan.
    - Adequate public access to coastal resources is provided during the event site.
    - Free parking and shuttle services are provided at remote locations during the event.



**VICINITY MAP**  
**COASTAL DEVELOPMENT PERMIT NO. 12-05**  
**(AUTO AUCTION – 21101 PACIFIC COAST HWY.)**

**RECOMMENDATION:**

Motion to:

“Approve Coastal Development Permit No. 12-05 with suggested findings and conditions of approval (Attachment No. 1).”

**ALTERNATIVE ACTION(S):**

The Planning Commission may take alternative actions such as:

- A. “Deny Coastal Development Permit No. 12-05 with findings for denial.”
- B. “Continue Coastal Development Permit No. 12-05 and direct staff accordingly.”

**PROJECT PROPOSAL:**

Coastal Development Permit No. 12-05 represents a request to permit an annual auto auction event for a period of 11 days located within the Downtown Specific Plan (SP5) pursuant to Section 245.06 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). The event is specifically located within a portion of the beach parking lot between Huntington Street and the Hyatt pedestrian bridge.

The event comprises of 11 days consisting of three days for setup, four days for the main activities, and four days for breakdown. The event area will occupy up to 588 parking spaces within the beach parking lot and will be surrounded by temporary fencing to accommodate: a vendor/sponsor area, open free of charge to the general public; a vehicles display area of 300 classic collector cars; and a 26 ft. high, 30,000 sq. ft. tent for the auction. The event will be open to spectators and participants from Thursday through Sunday, commencing at 9 AM and terminating at 11 PM at the latest on Friday and Saturday. Paid admission will be required for spectators to preview the auction vehicles and participate in the auction area.

**Appeal:**

This item represents an appeal filed on August 23, 2012, by Planning Commissioner Mark Bixby of the Zoning Administrator’s approval of CDP No. 12-05. The appeal identifies three primary issues for Planning Commission consideration including inconsistency with Coastal Element policy C 1.1.2 giving priority to coastal dependent developments, noncompliance with the SP5 for replacement parking, and noncompliance with the SP5 for District 7 permitted uses. The appeal letter is Attachment No. 4.

**ISSUES:**

**Subject Property And Surrounding Land Use, Zoning And General Plan Designations:**

LOCATION	GENERAL PLAN	ZONING	LAND USE
Subject Property, West, East and South of Subject Property	OS-S (Open Space – Shoreline)	SP-5 – CZ – District #7 (Downtown Specific Plan – Coastal Zone – Beach)	Open space, beach, parking lot

LOCATION	GENERAL PLAN	ZONING	LAND USE
North of Subject Property	CV-F7-sp (Commercial Visitor – 3.0 max. floor area – specific plan overlay)	SP-5 – CZ – District #10 (Downtown Specific Plan – Coastal Zone – Visitor-serving Recreation)	Hotels

**General Plan Conformance:**

The General Plan Land Use Map designation on the subject property is Open Space - Shoreline. The proposed project is consistent with this designation and the policies and objectives of the City's General Plan as follows:

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.

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.

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 event is consistent with the General Plan objectives and policies because the use is a visitor-serving commercial/recreational use and provides a recreational opportunity for classic car enthusiasts and tourists. The event is located within an existing beach parking lot and will temporarily displace up to 588 parking spaces. It is proposed within close proximity to the downtown area and the hotels (Hilton and Hyatt), which are comprised of other visitor-serving commercial uses. The visual presence of the event near the iconic downtown, pier, and hotels will attract tourists and increased revenue. Furthermore, the use is temporary and will maintain adequate public access to coastal resources, as the event does not encroach into sidewalks, parking lot entrances, public access points or the shoreline. Associated temporary improvements such as the fencing, canopies, and tent will be removed upon completion of the event. Based on parking surveys provided by the applicant, potential

parking impacts during the event may occur on the weekend (Attachment No. 5), but will be mitigated through free shuttle services and remote parking lots supplied by the applicant. 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. The demand for additional parking for the event is not anticipated because the majority of attendees will be 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 hotel and the proposed event. As conditioned, event participants and spectators will be notified to park within the hotel parking lots.

**Zoning Compliance:**

This event is located in the SP5 and complies with the requirements of that zone. The subject property is designated for beach open space uses and public facilities as well as other related uses subject to approval of the Design Review Board. The temporary event is a visitor-serving commercial/recreational use occurring within an existing beach parking lot that will attract tourists and visitors to the coast. No permanent structures or improvements are proposed that will alter the existing beach parking lot and associated development.

**Environmental Status:**

The proposed project is Categorically Exempt pursuant to Section 15304, Class 4, of the California Environmental Quality Act, 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.

**Coastal Status:**

The proposed project is within an appealable portion of the Coastal Zone. Coastal Development Permit No. 12-05 is being processed pursuant to Chapter 245 of the ZSO. The proposed project complies with the zoning code and Coastal Zone requirements, and will implement the following policies of the Coastal Element of the General Plan:

- Locate visitor-serving commercial uses in existing developed areas or at selected points of attraction for visitors.
- Develop parking areas outside the Coastal Zone for passenger cars and the development of alternate transportation modes for beach users including incentives for parking in those locations.
- Encourage, where feasible, facilities, programs and services that increase and enhance public recreational opportunities in the Coastal Zone.
- Enhance the Municipal Pier and surrounding area to function as the “hubs” of tourist and community activity.

**Redevelopment Status:** Not applicable.

**Design Review Board:**

On August 9, 2012, the Design Review Board (DRB) reviewed the applicant’s request for the temporary auto auction event within the beach parking lot during the month of June for five years.

The DRB’s primary concerns were related to the timing of the event during the month of June for five years and the proposed signage and fencing. The DRB recommended approval with conditions that the event is limited to one year and signage and fencing is reviewed by the DRB prior to commencement of use. Additional comments at the meeting included the loss of revenue related to the reduction of available parking in the beach lot and the event possibly occurring during the off-season.

**Subdivision Committee:** Not applicable.

**Other Departments Concerns and Requirements:**

The Departments of Public Works, Fire, and Building have reviewed the application and identified applicable code requirements in Attachment No. 7.

**Public Notification:**

Legal notice was published in the Huntington Beach/Fountain Valley Independent on September 13, 2012, and notices were sent to property owners of record and tenants within a 500 ft. radius of the subject property, individuals/organizations requesting notification (Planning Division’s Notification Matrix), Coastal Commission staff, applicant, and interested parties. As of September 18, 2012, two public comments have been received (Attachment No. 8).

**Application Processing Dates:**

<b><u>DATE OF COMPLETE APPLICATION:</u></b>	<b><u>MANDATORY PROCESSING DATE(S):</u></b>
August 6, 2012	October 6, 2012

CDP No. 12-05 was filed on April 24, 2012, and deemed complete on August 6, 2012. The Zoning Administrator took action on August 16, 2012, in compliance with the mandatory processing deadlines. The appeal was filed on August 23, 2012, and scheduled for public hearing on September 25, 2012.

**ANALYSIS:**

The primary issues for the Planning Commission to consider are similar to the land use issues staff evaluated and presented to the ZA and those based on the appeal. The issues are consistency of the project with the General Plan Coastal Element and compliance with the Downtown Specific Plan for replacement parking and permitted uses in District 7.

**Coastal Element**

Staff evaluated the event for its consistency with the General Plan including the Local Coastal Program.

As proposed, the event is temporary as opposed to permanent development, and therefore potential impacts related to the event will be short-term. The event integrates opportunities for recreation and visitor-serving commercial purposes. Similar temporary events that have occurred within the coastal zone include volleyball and surfing competitions, Surf City Nights farmer's market, outdoor retail sales, and temporary street closures. These uses attract visitors and tourists to the coast, without permanently altering the existing environment. Furthermore, the Coastal Element is intended to protect coastal resources and maintain public access. The event will occur within an existing beach parking lot and will not encroach into the sand recreation area. The event will not prohibit access to coastal resources since adequate pedestrian and vehicular access will be maintained during the event area at all times.

The proposed event will not permanently alter existing developments such as the beach concession stands, the parking lots, and the restrooms. No structures or existing improvements will be removed. The event involves the temporary placement of fencing, canopies, and a tent structure within a portion of the existing parking lot. The proposed use enhances existing coastal dependent development by attracting tourists to the beach area, approximately 0.3 miles south of the Municipal Pier/Main Street where most events are concentrated. The Hyatt pedestrian bridge provides safer pedestrian accessibility for guests residing at the hotels to the event site. The temporary visitor-serving use is located within an improved parking lot that will maintain public access to the coast. Additionally, the event will provide alternative sites for free parking and shuttle services.

#### ***Downtown Specific Plan***

Staff evaluated the event for compliance with the parking requirements in conjunction with the permitted uses of the Downtown Specific Plan. Temporary uses are not defined with specific parking ratios but parking requirements may be applied based on similar use classifications. The automobile auction event was reviewed for parking consistent with the use classification of commercial recreation and entertainment. Staff determined that the study prepared by Kimley-Horn and Associates, Inc. substantiated the parking requirement for the event (Attachment No. 5). The event attendees will consist of vehicle owners/sellers, auction bidders, sponsors/vendors, event staff, and spectators. The analysis identifies that approximately 450 event attendees will reside as guests within the Hyatt and Hilton hotels. Since the hotels are within close proximity to the event site, the hotel guests will not impact beach parking. The study estimates that other event attendees will account for a parking demand of 155 vehicles. As conditioned, all attendees will be informed to park within the hotel parking lots because the hotels could accommodate over 300 vehicles beyond required hotel guest parking. The study was acceptable to demonstrate adequate parking for the event.

The parking requirements within Figure 3-15 of SP5 are for land uses proposed within permanent buildings only. The exception to replace parking at a 1:1 ratio within District 7 is applicable to the removal of permanent parking. The temporary event does not include the construction of a permanent building and will not result in the permanent removal of parking spaces. Therefore, it is not subject to the parking requirements within Figure 3-15. Furthermore, District 7 is intended for the development of permanent uses such as restroom facilities, beach concession stands, and trails that are coastal related and may impact the sandy beach area. The temporary event will maintain public access to the beach, which demonstrates the priority of existing coastal dependent development. The event is for a short period of time, rather than a permanent attraction located adjacent to the sand. Tourists will be drawn to the beach by the event for an additional recreational opportunity to view classic cars and participate in the auction.

### ***Parking Impacts***

As part of the CDP, staff analyzed potential parking impacts due to the timing of the event. The proposed event will occur during the month of June when beach parking is at peak demand on excellent weather days. The subject site is located between Huntington Street and Beach Boulevard and contains a total of 1,405 parking spaces. A study analyzing the loss of parking spaces during the event and the demand for parking generated by the event included parking recommendations to mitigate potential impacts (Attachment No. 5). The analysis concluded that potential parking impacts would occur on the weekend but not on the weekdays. The event will consist of nine weekdays and one weekend for a total of 11 days. The setup and breakdown of temporary structures will occur for a total of seven weekdays and will occupy 348 parking spaces. For the remaining four days (two weekdays and one weekend), the auction and main activities will take up 588 parking spaces. Based on the study of a typical weekday, a peak demand of 485 parking spaces was observed within the parking lot and 920 remained available. Therefore, potential impacts to beach parking are not anticipated during the work week. An adequate amount of beach parking should be available to the public. When the auction will operate on the weekend, however beach parking will be at peak demand. To mitigate the potential impacts on the weekend, free shuttle services to remote parking lots will be implemented during the event. The remote parking lots provide a total of 795 parking spaces. The proposed shuttle services and remote parking lots will adequately replace the temporary loss of parking spaces on the weekend.

### ***Summary***

Temporary uses occur in the downtown area throughout the year. Examples of temporary uses include outdoor retail sales, parades, and surfing competitions. The proposed event is a temporary use that will attract visitors and encourage participation in a recreational activity. It is not anticipated to generate significant impacts above similar temporary uses. Based on a study analyzing the loss of parking spaces for the event, adequate parking will be available for a majority of the event's duration. The implementation of free shuttle services and remote parking lots will accommodate and provide adequate parking for the event and addresses the temporary loss of parking during times of peak parking demand.

### **ATTACHMENTS:**

1. Suggested Findings and Conditions of Approval – CDP No. 12-05
2. Site Plan and Exhibits dated April 24, 2012
3. Project Narrative received and dated July 24, 2012
4. Appeal Letter received and dated August 23, 2012
5. Parking Study received and dated July 26, 2012
6. Design Review Board Notice of Action – DR 12-06 dated August 9, 2012
7. Departments of Building, Public Works, and Fire Code Requirements (reference only)
8. Public Comments

SH:HF:JA:kd

**ATTACHMENT NO. 1**

**SUGGESTED FINDINGS AND CONDITIONS OF APPROVAL**

**COASTAL DEVELOPMENT PERMIT NO. 12-05**

**FINDINGS FOR PROJECTS EXEMPT FROM CEQA:**

The Planning Commission 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.

**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 event is consistent with the General Plan objectives and policies because the use is a visitor-serving commercial/recreational use and provides a recreational opportunity for classic car enthusiasts and tourists. The event is located within an existing beach parking lot and will temporarily displace up to 588 parking spaces. It is proposed within close proximity to the downtown area and the hotels (Hilton and Hyatt), which are comprised of other visitor-serving commercial uses. The visual presence of the event near the iconic downtown, pier, and hotels will attract tourists and increased revenue. Furthermore, the use is temporary and will maintain adequate public access to coastal resources, as the event does not encroach into sidewalks, parking lot entrances, public access points or the shoreline. Associated temporary improvements such as the fencing, canopies, and tent will be removed upon completion of the event. Based on parking surveys provided by the applicant, potential parking impacts during the event may occur on the weekend (Attachment No. 5), but will be mitigated through free shuttle services and remote parking lots supplied by the applicant. 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. The demand for additional parking for the event is not anticipated because the majority of attendees will be 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 hotel and the proposed event. As conditioned, event participants and spectators will be notified to park within the hotel parking lots.

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.

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

1. The site plans received and dated April 24, 2012, the project narrative received and dated July 24, 2012, shall be the conceptually approved design and proposal, and the parking study received and dated July 26, 2012, shall be the conceptually approved study.
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. Two months prior to the first day of the scheduled event, signage and fencing shall be reviewed and approved by the Design Review Board (**DRB**).
- c. The applicant shall coordinate with the Hyatt and Hilton hotels for providing parking for event participants and spectators during the event. Written consent from the hotels for the provision of parking for event participants and spectators shall be submitted to the Planning Division.
- d. Event participants and spectators shall be notified of available parking at the Hyatt and Hilton hotel parking lots.
- e. Written authorization from Edison High School to reserve and utilize a minimum of 178 parking spaces for the event shall be submitted to the Planning Division.

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 event shall not prohibit vehicular or pedestrian access into the beach parking lots.
- d. 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

- e. Only the schedule of activities described in the project narrative received and dated July 24, 2012, shall be permitted.
- 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.

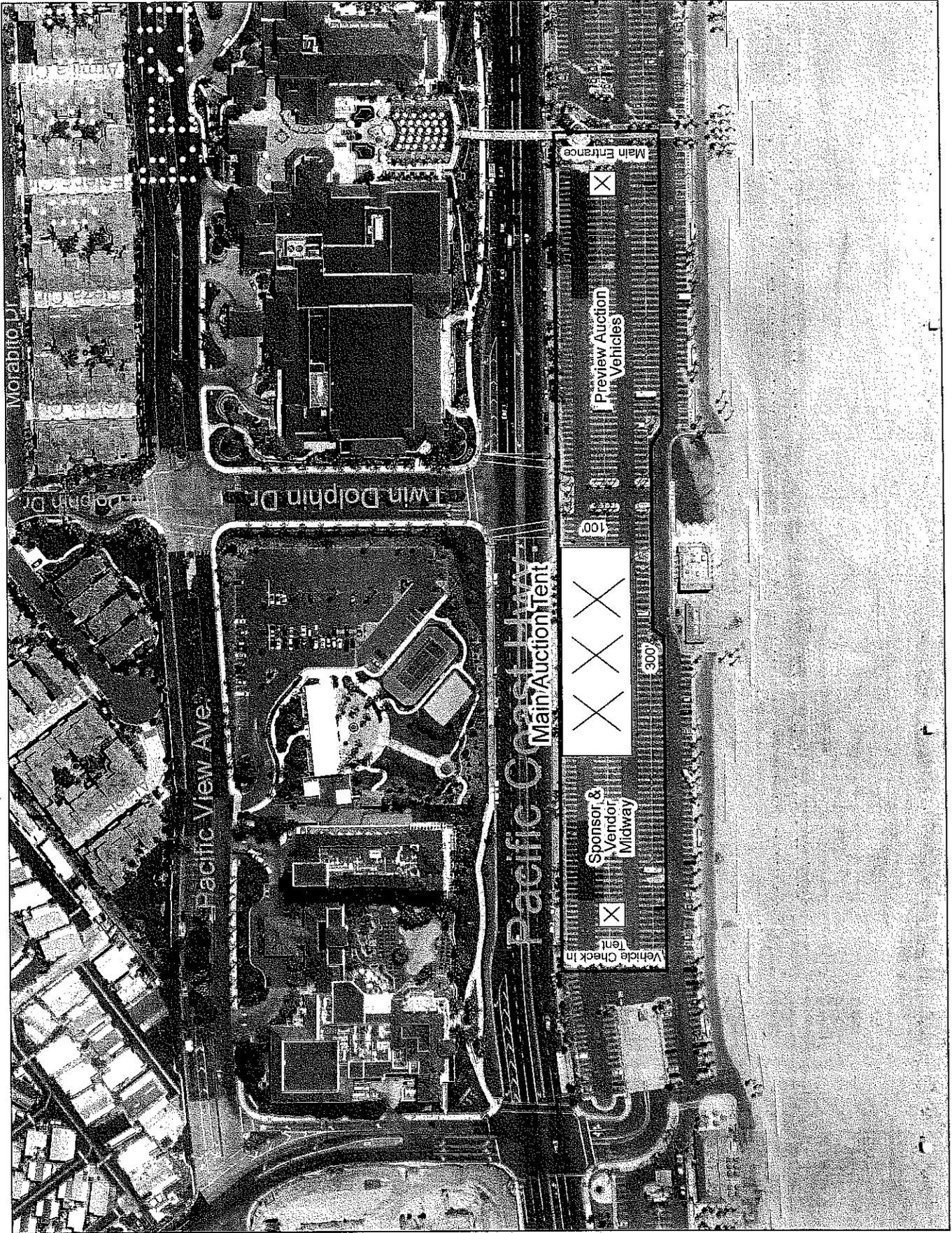
- i. Use of amplifiers, speakers, and playing of recorded music shall be limited to the event area and shall be discontinued pursuant to the closing time under Condition No. 7d. Speakers shall not be directed toward any housing area.
  - j. Any portable/fixed event lighting and theatrical lighting sets 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 applicant and 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.

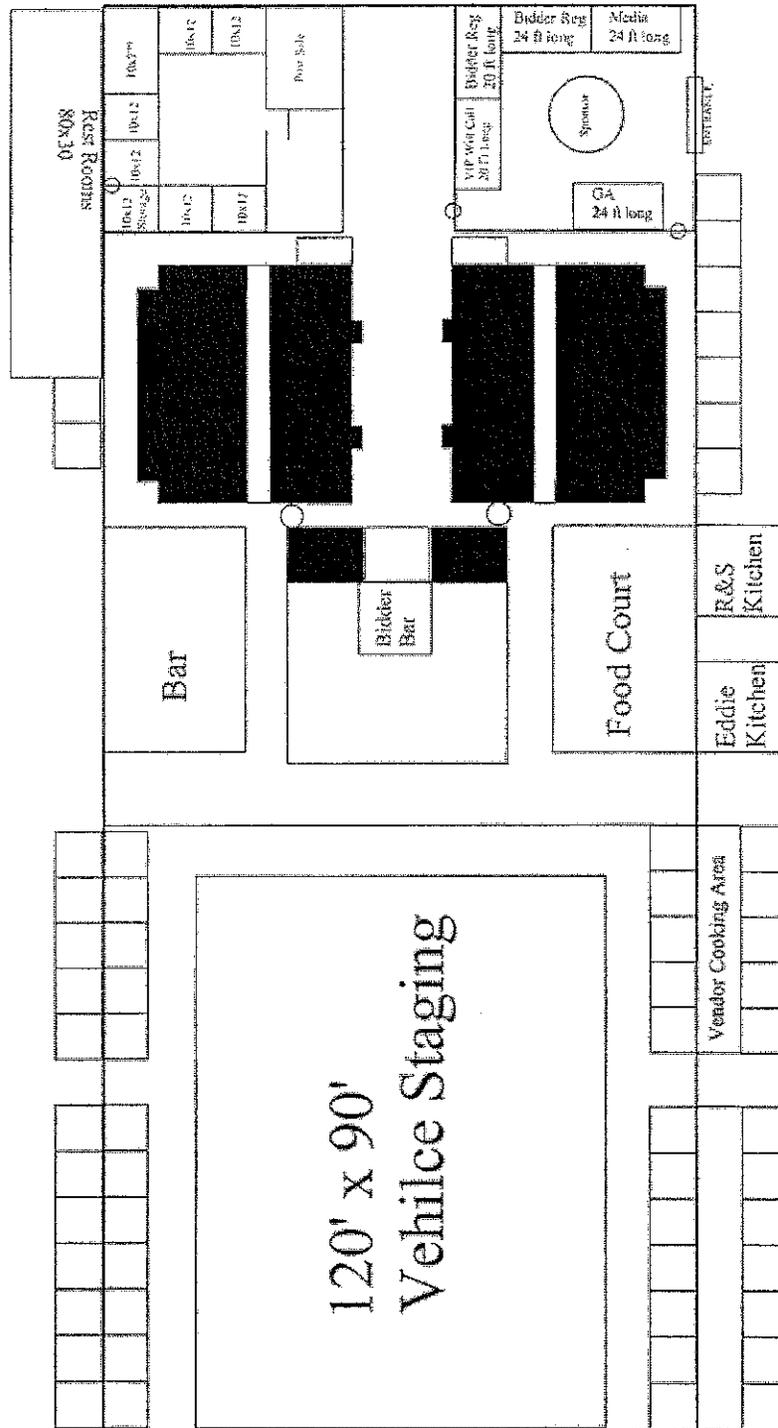
**INDEMNIFICATION AND HOLD HARMLESS CONDITION:**

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.

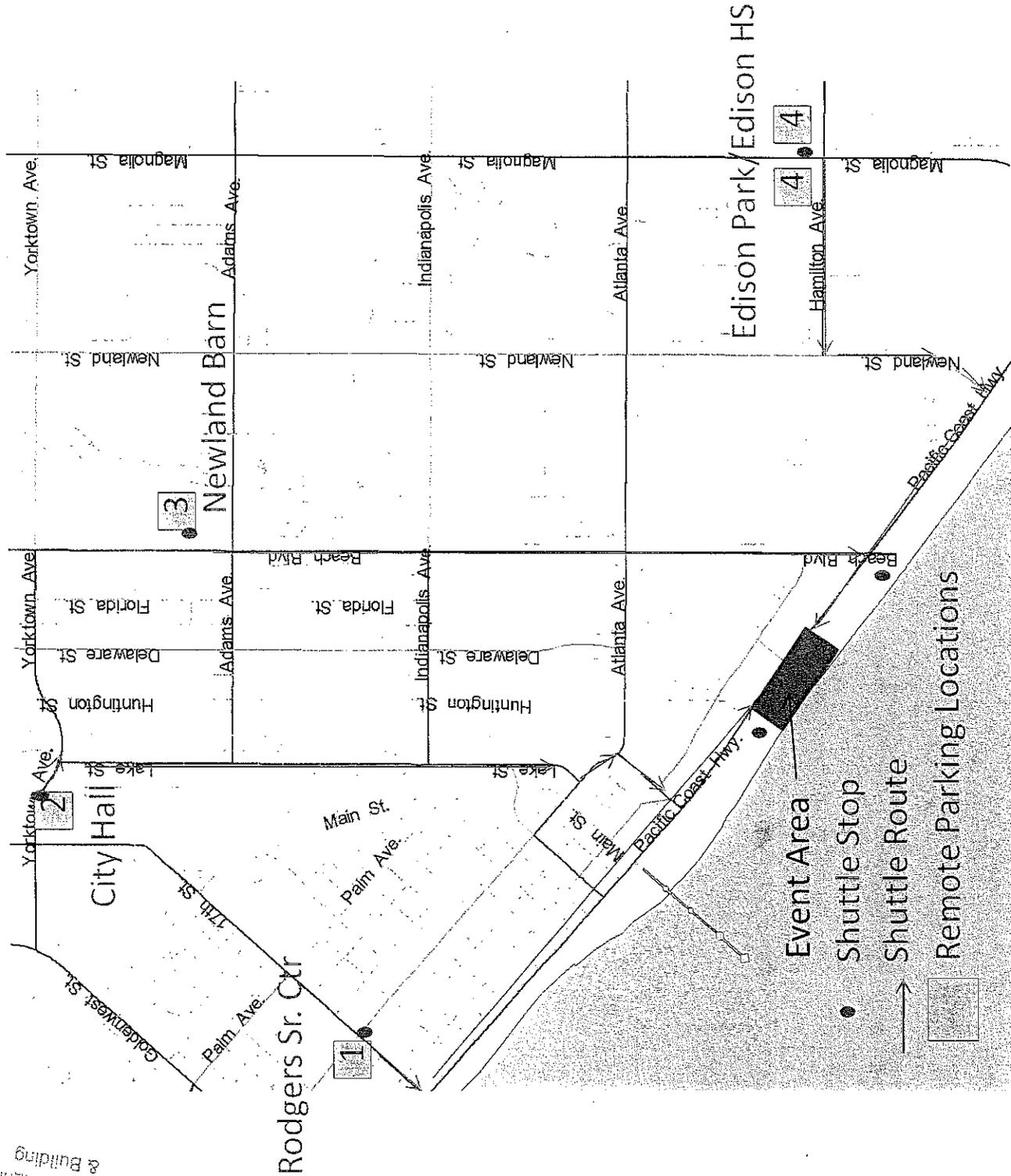
SITE PLAN



Main Auction Tent – Interior Layout  
 (300' x 100')

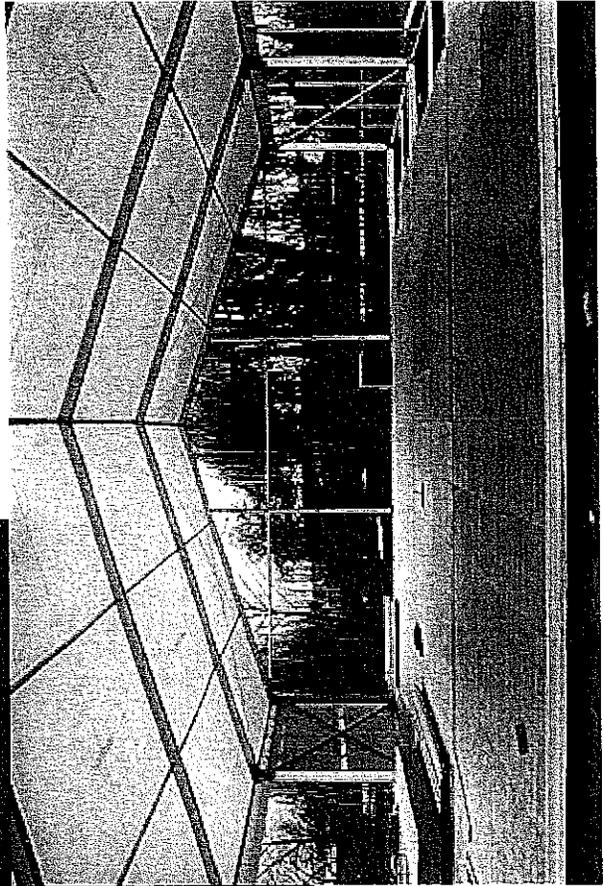
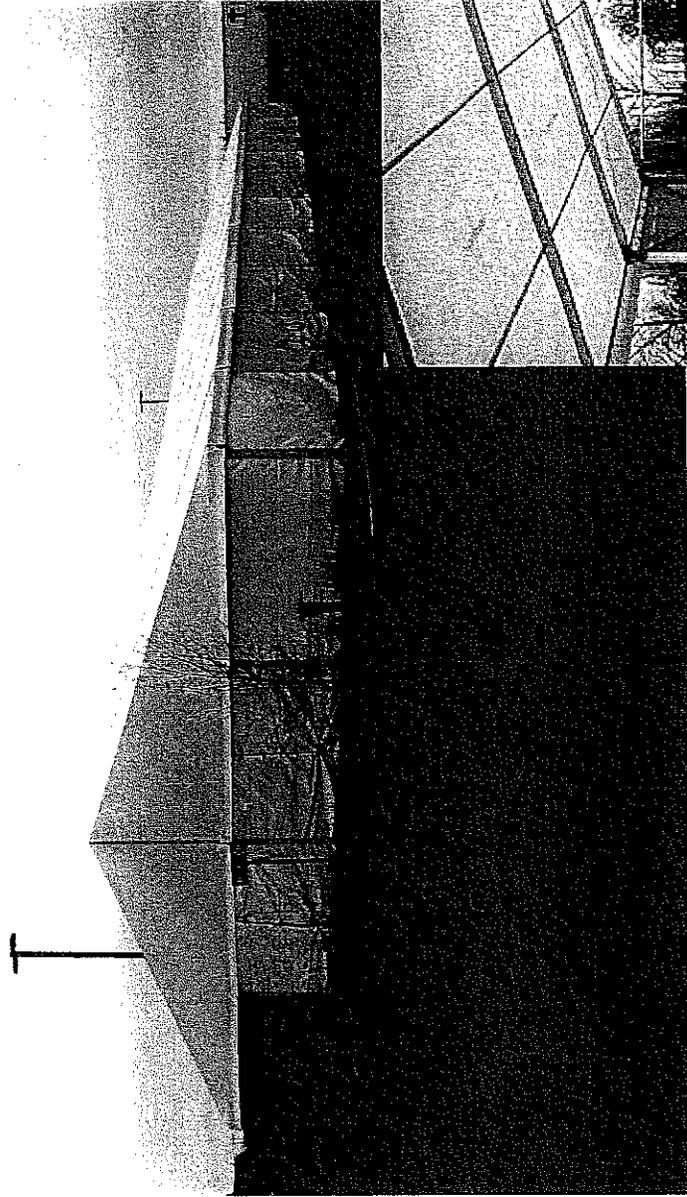


# REMOTE PARKING LOCATIONS



RECEIVED  
 APR 24 2012  
 Dept. of Planning  
 & Building

Sample Tent Structure



RECEIVED

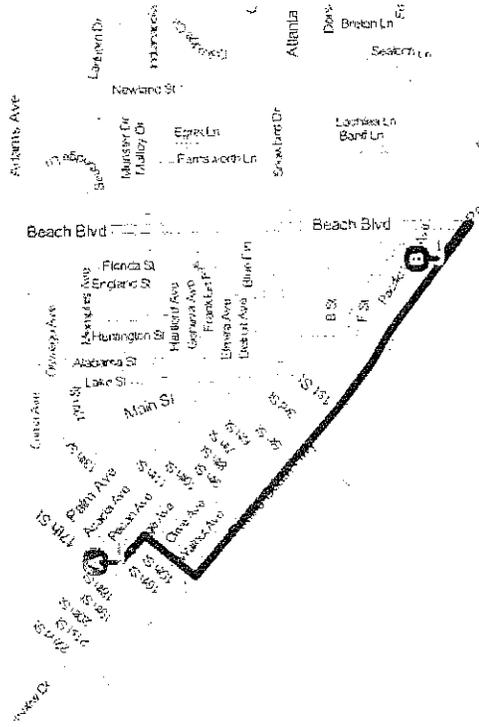
APR 24 2012

Dept. of Planning  
& Building

**Location 1**  
**Rodgers Senior Center**  
**1706 Orange Avenue**



Parking Spaces = 104

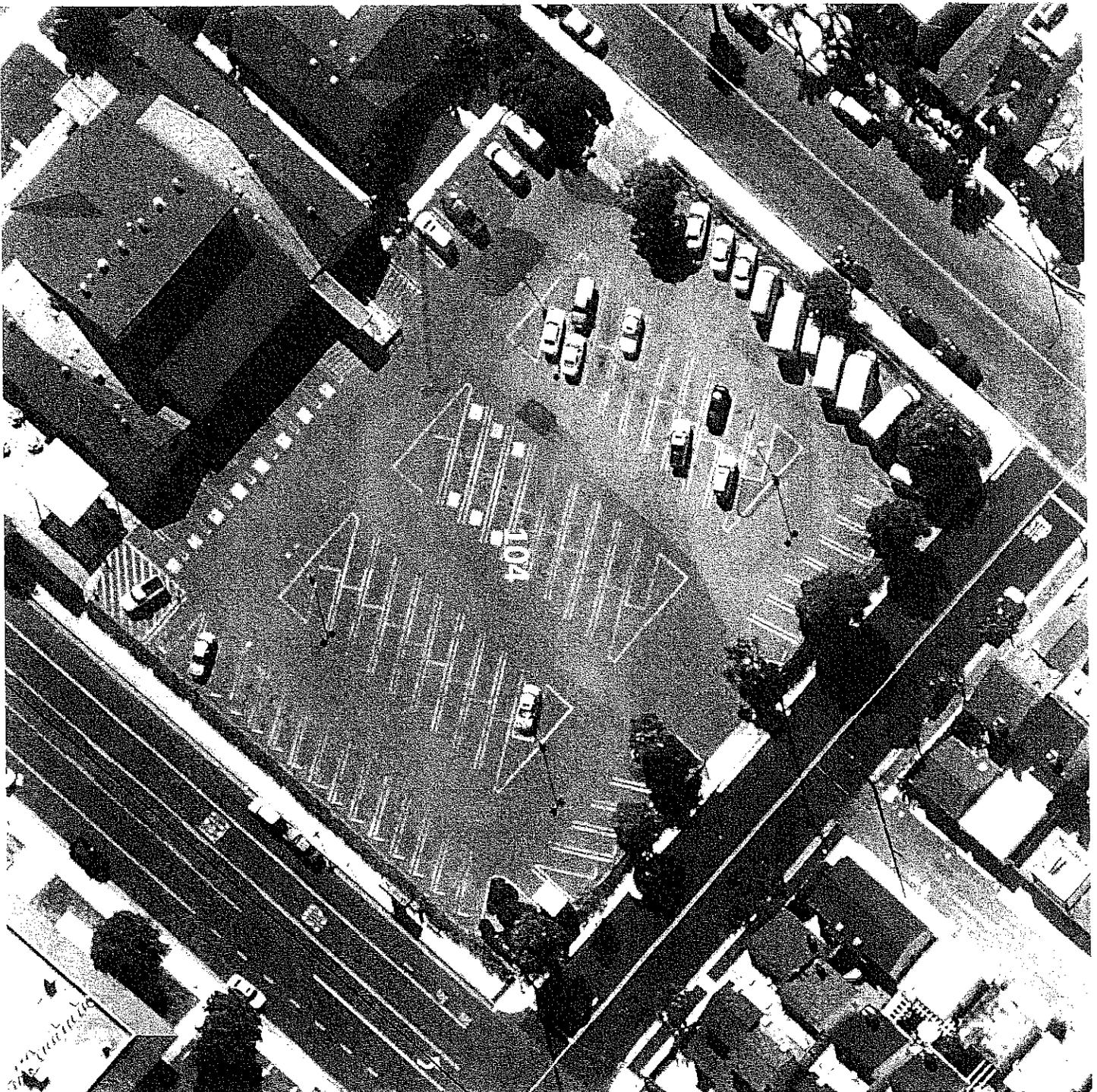


Distance to Event Site = 1.59 miles

RECEIVED

APR 24 2012

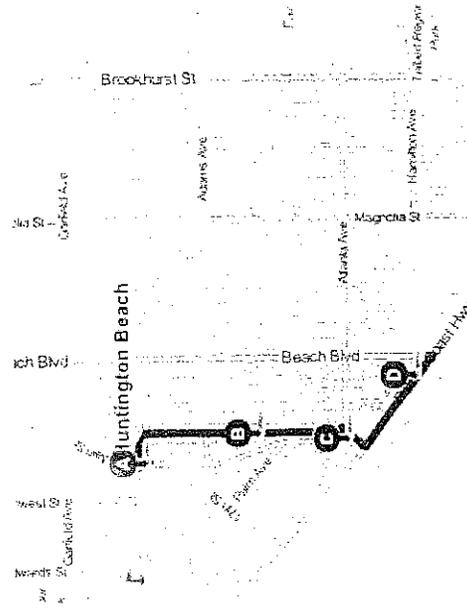
Dept. of Planning  
& Building



**Location 2  
City Hall  
2000 Main Street**

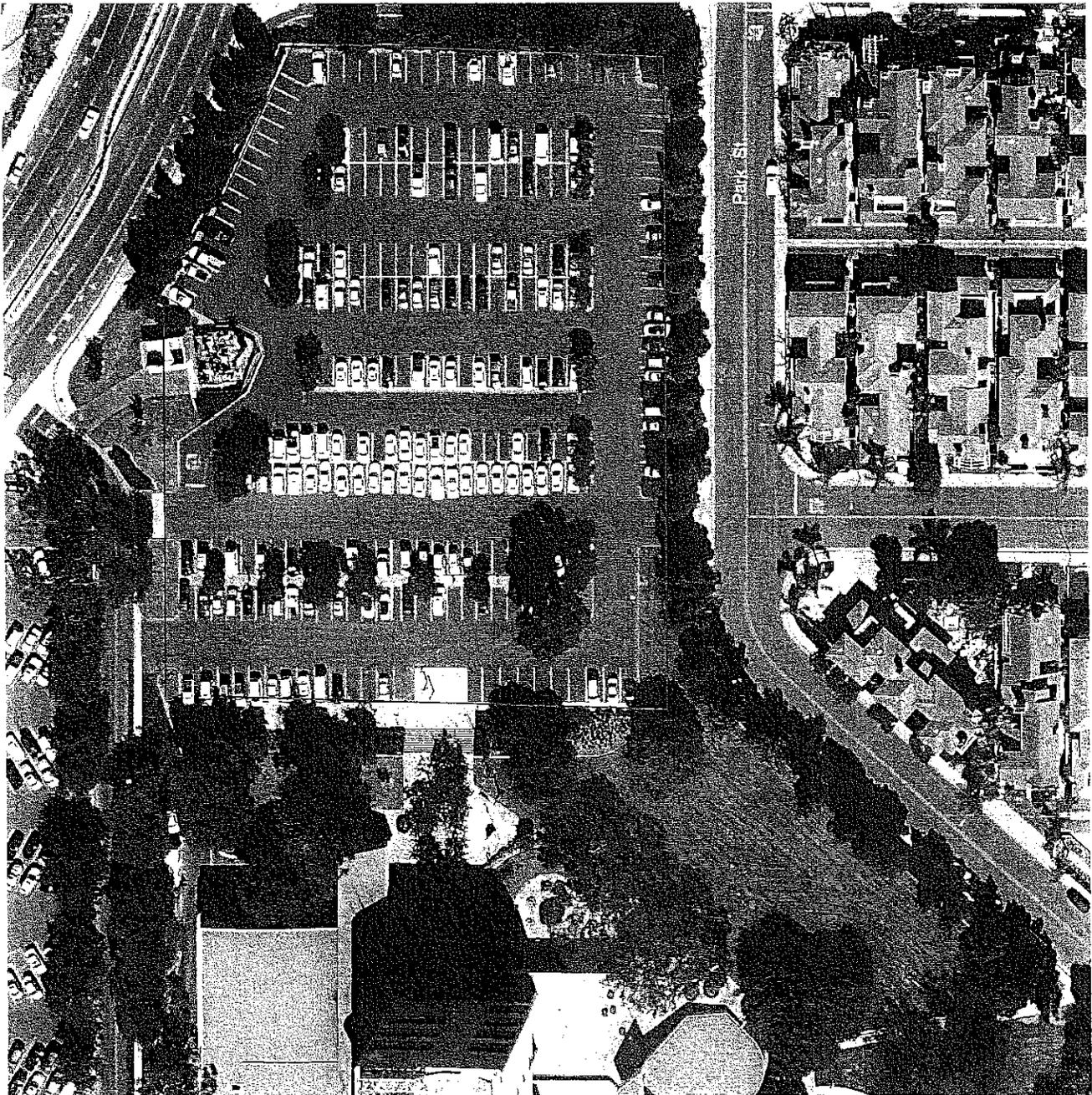


Parking Spaces = 438



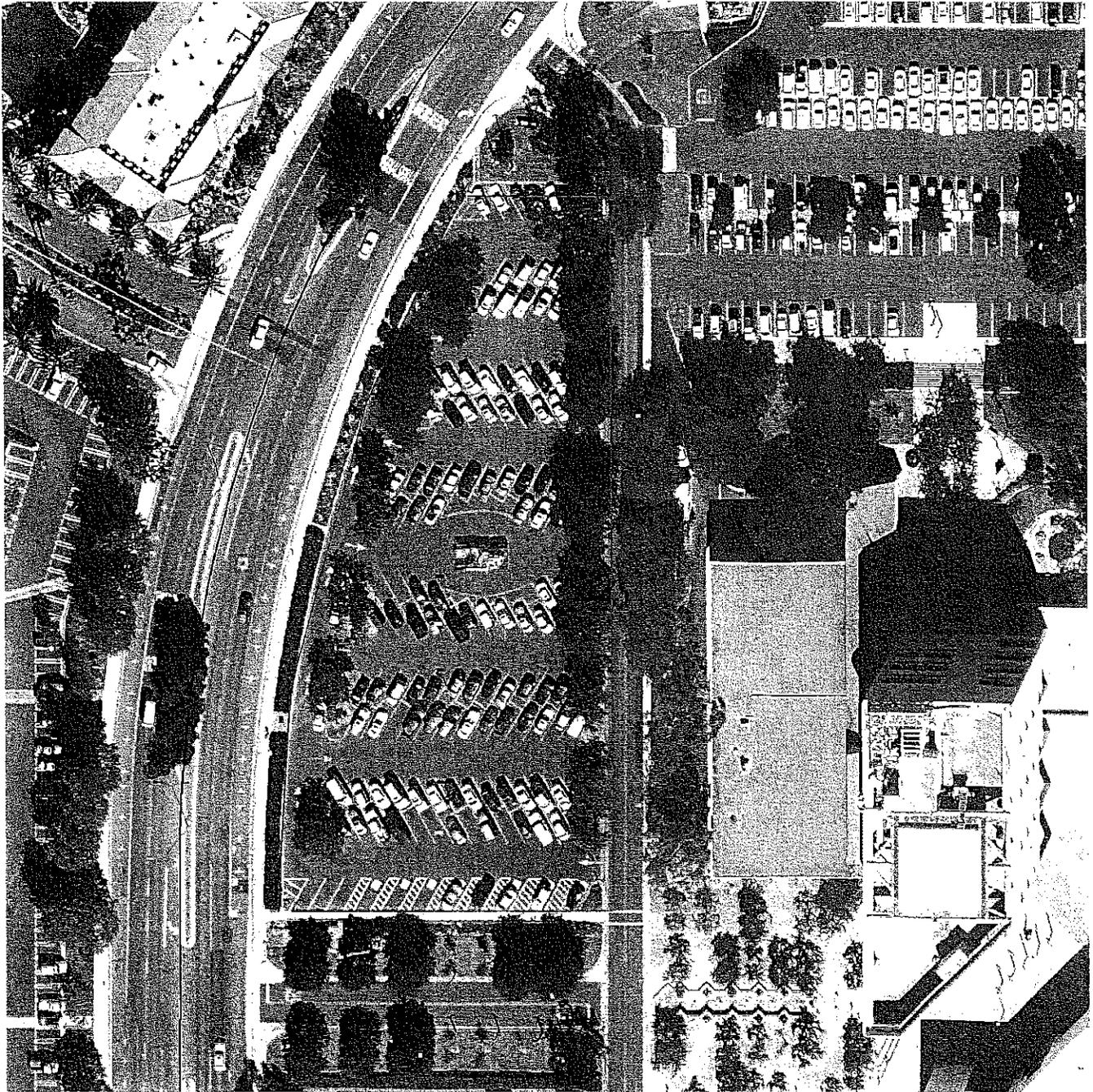
Distance to Event Site = 2.34 miles

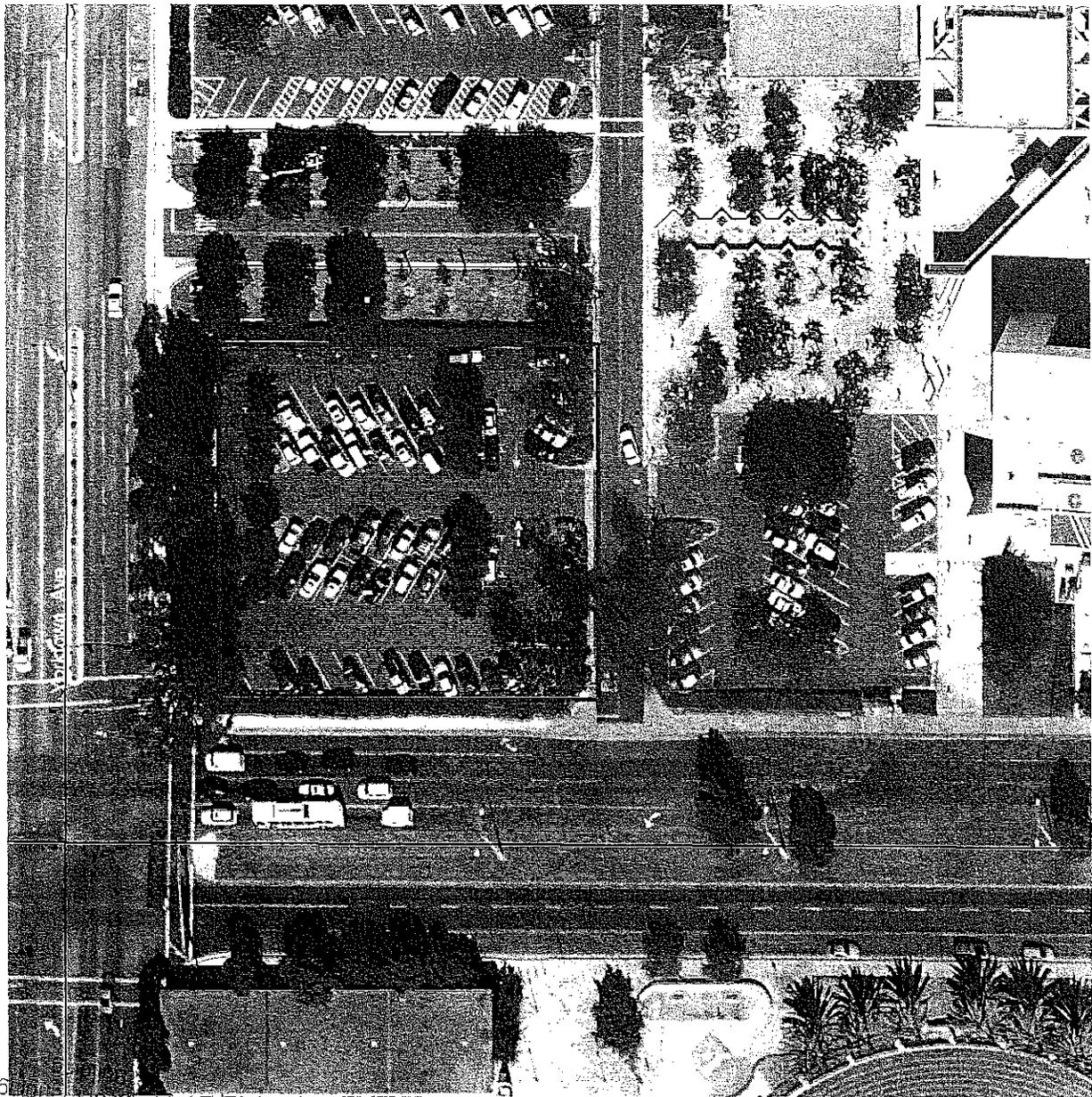
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Dept. of Planning

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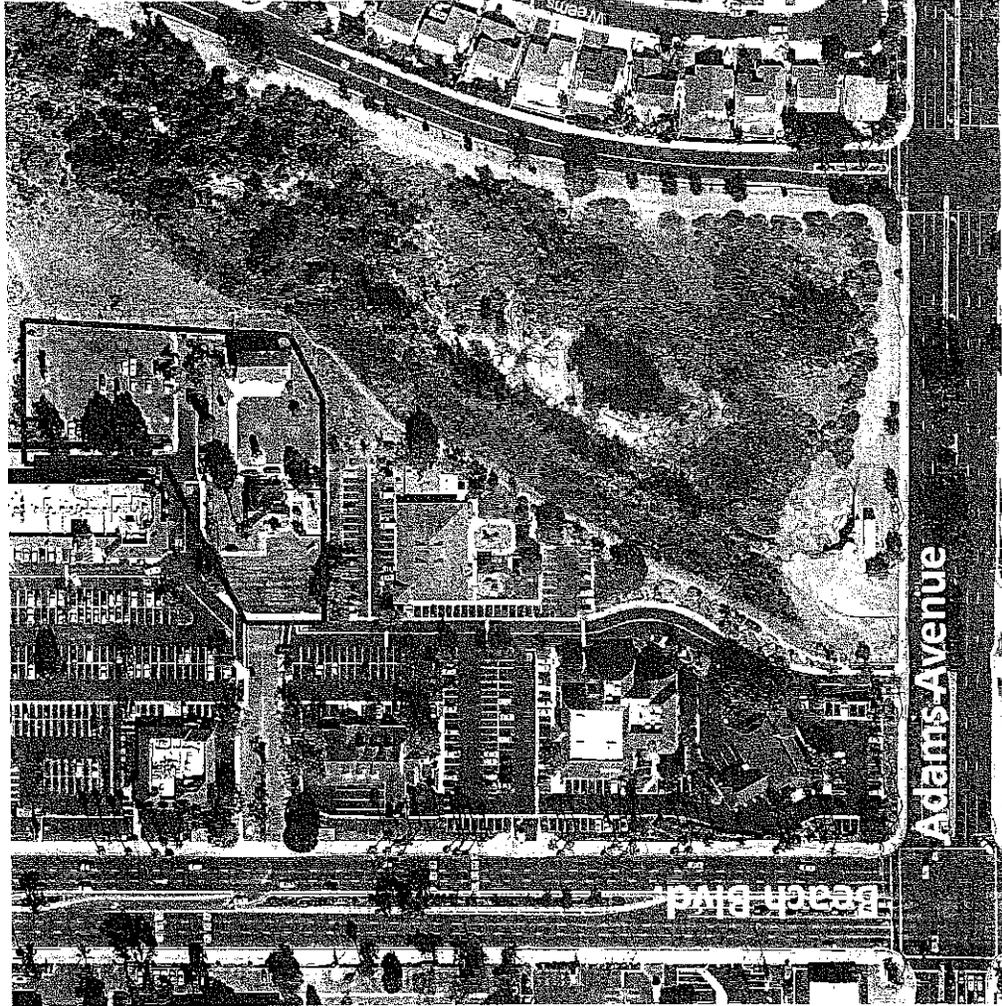
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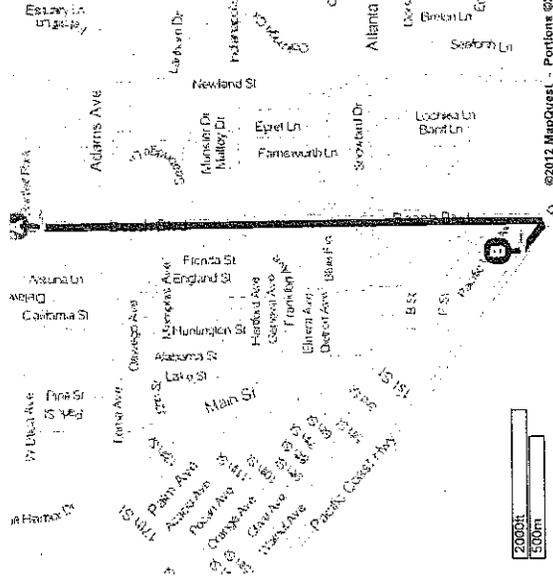
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Dept. of Planning  
& Building

**Location 3  
Newland House/Newland Barn  
19822 Beach Blvd**



Parking Spaces = 60

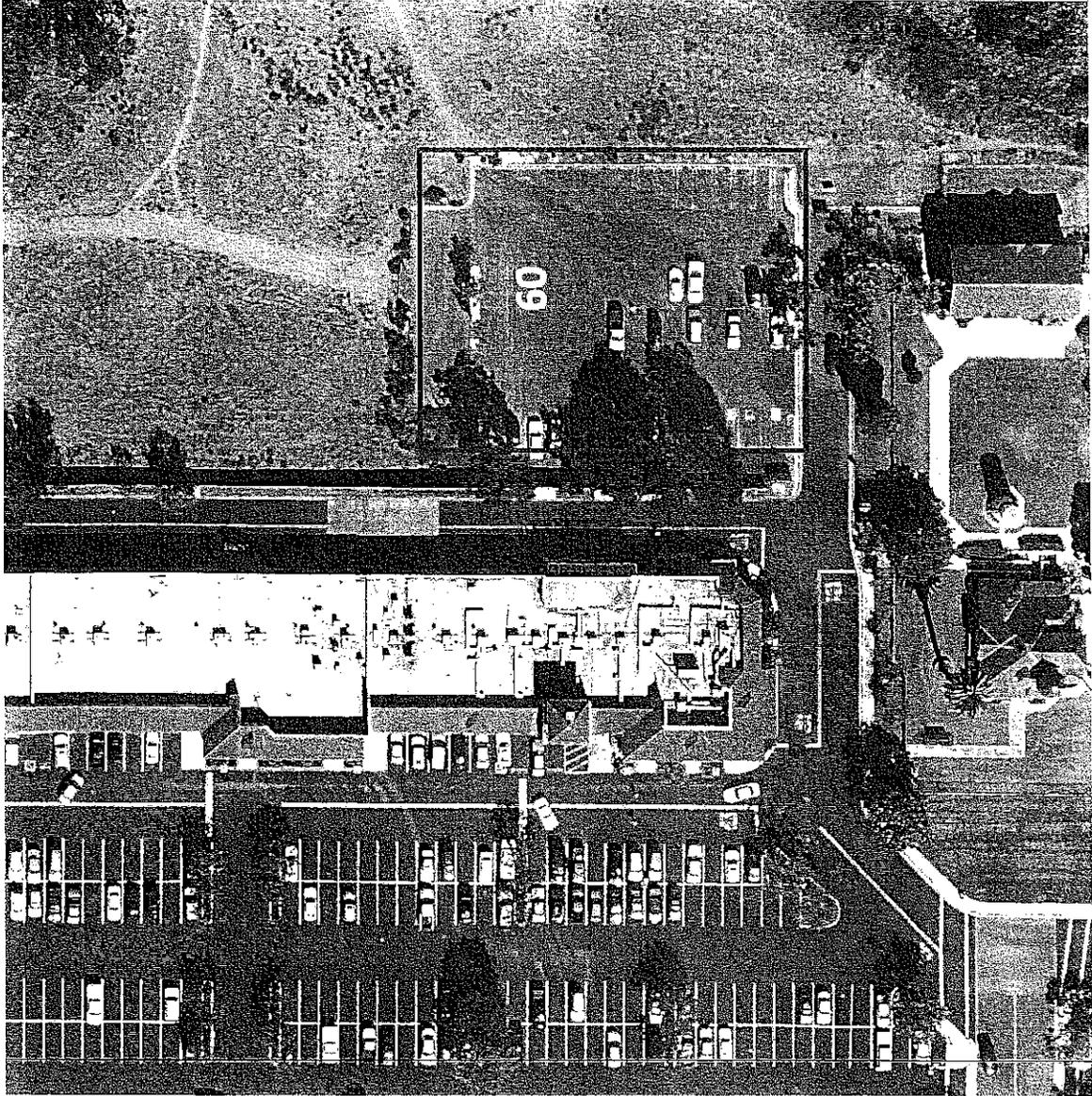


Distance to Event Site = 2.52 miles

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& Building

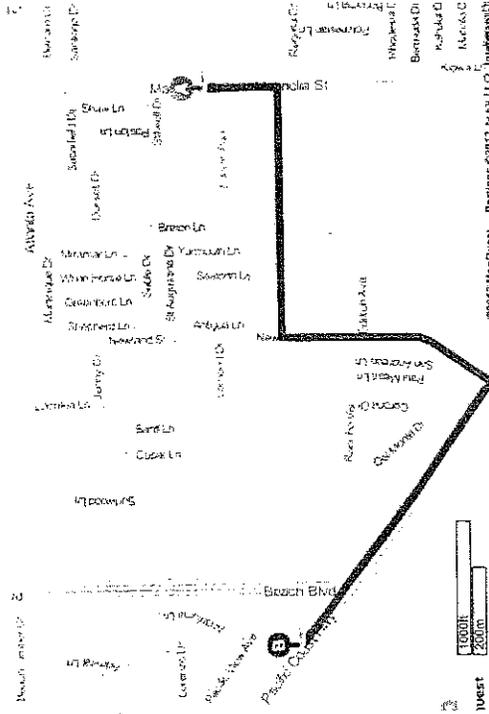


**Location 4**  
**Edison Park/Edison High School**  
**21377 Magnolia Avenue**

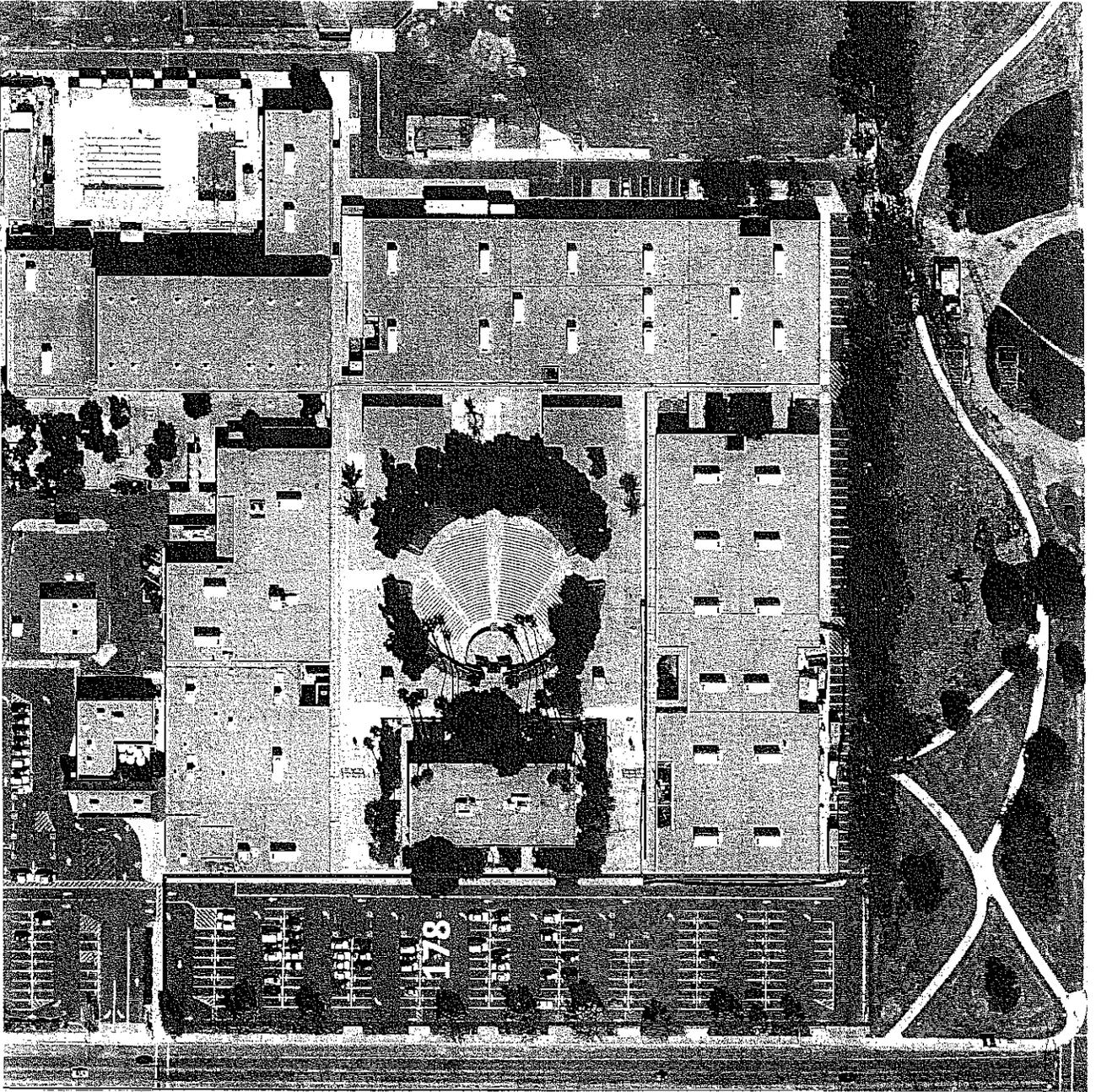


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 & Building

EP Parking = 53  
 Parking configuration for Park  
 EHS Parking = 178



Distance to Event Site = 2.58 miles



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& Building

ATTACHMENT NO. 2.14

RECEIVED

JUL 24 2012

REVISED  
NARRATIVE  
7/24/12

**Proposed Coastal Development Permit with Design Review  
Russo and Steele Auto Auction Event**

Dept. of Planning  
& Building

Location: City Beach Parking Lot between Huntington Street and the pedestrian overpass to the south.

Request: To permit the first annual collector automobile auction event. The application is for a Coastal Development Permit and Design Review. The Event will include an auto auction, vendor area (with alcohol), preview area and feature a charity fund raising gala.

Project Description: The Event is proposed between June 17<sup>th</sup> and June 27<sup>th</sup> 2013. A schedule of daily activities is attached. The venue will consist of a Main Tent structure approximately 300' x 100' and will include the action staging area, restrooms, food court (with alcohol) and special bidder area. Amplified music will be in the Main Tent only. No special lighting is proposed.

A special Sponsor and Midway area will be assembled adjacent to the Main Tent. This area will consist of approximately 40 10" x 10" canopies for product display. This portion of the Event will be open free of charge to the general public. The larger portion of the site will be the "Preview Auction Vehicles" area.

Event set up will be completed June 17- June 19, 2013. Construction activity will be limited to the tent structure and installation of the temporary fencing. Set up and take down times will be in compliance with City ordinances. The Main Tent will be setback approximately 30' from the southerly curb along Pacific Coast Highway and 15' from the northern property line. The tent will be placed in the parking lot, 60' to the south of Twin Dolphin to avoid being directly in front of the hotel rooms across Pacific Coast Highway. The tent will be 26 feet high at the apex. Take down work will be from June 24 - June 27, 2013.

Auction Vehicles will arrive and depart for three days prior to and three days after the Event. The loading and unloading of vehicles will be limited to regular business hours approximately 8:00 am to 6:00 pm. The transport truck will drop off before the event and pick up after; they will not stay through the Event. Approximately 300 vehicles will be up for auction. That will average 100 vehicles per day that will be brought in, which averages 10 vehicles per hour. Many of the transport vehicles are designed to accommodate more than one vehicle.

ATTACHMENT NO. 3.1

The overall project area is approximately 4.2 acres in size, with 300 cars displayed. Approximately 600 people will occupy the Main Tent during the auction period.

Zoning and  
General Plan:

The property is currently zoned SP-5 Downtown Specific Plan, Area 7 and the General Plan is OSS - Shore

Parking:

It is anticipated that 588 spaces will be impacted during the actual Event June 20 - June 23. However, 240 parking spaces within the "Preview Auction Vehicles" area can be utilized by the public during set up and take down activities. Additionally, there will be a total of 200 parking spaces to the north of the main event area and along the beach path that will be available for the public during set up and take down and during the actual event. The promoter will provide a shuttle program from the City Hall parking lot and use a portion of Edison High School during the weekend peak demands. Reader board signage will be in place to direct the public to remote parking locations. Additionally, the State will allow vehicles with City beach parking passes to park in the Huntington State Beach parking lot immediately south of Beach Boulevard during the weekend of the event. Peak parking demand for the beach is approximately 2:00 pm daily while peak parking for the Event will be 5:00 pm during the vehicle auction. Sponsors, vendors and auction participants will be encouraged, with incentives, to park within the Hotels structures.

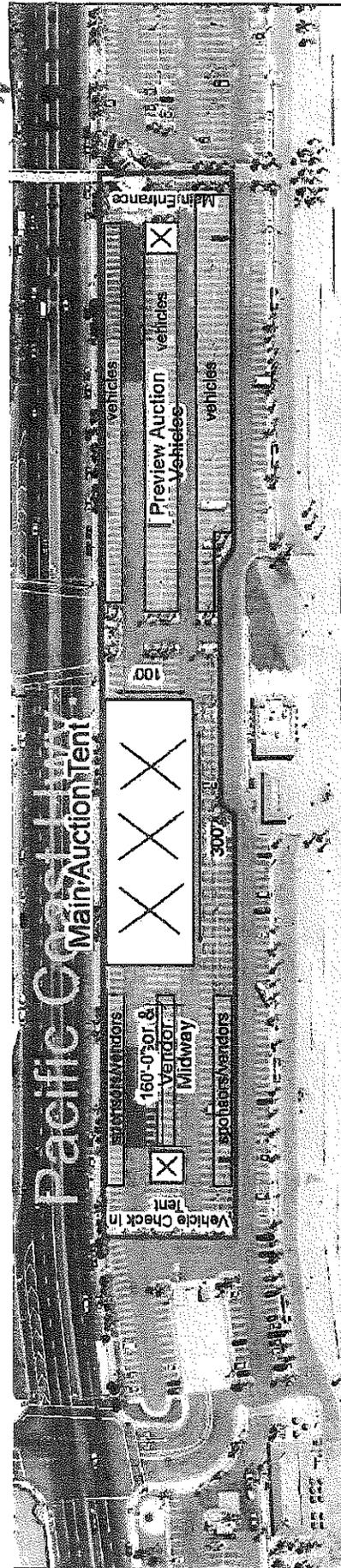
A complete study has been prepared by Kimley-Horn and Associates and is enclosed with this submittal.

Surrounding Uses:

North-Public Parking  
East-Public Parking  
South-Visitor Serving Commercial (Hotel)  
West-Public Beach

Environmental Status: An Environmental Assessment has been prepared for this project and a detailed Parking Availability Analysis has also been completed.

DRAFT FOR DISCUSSION



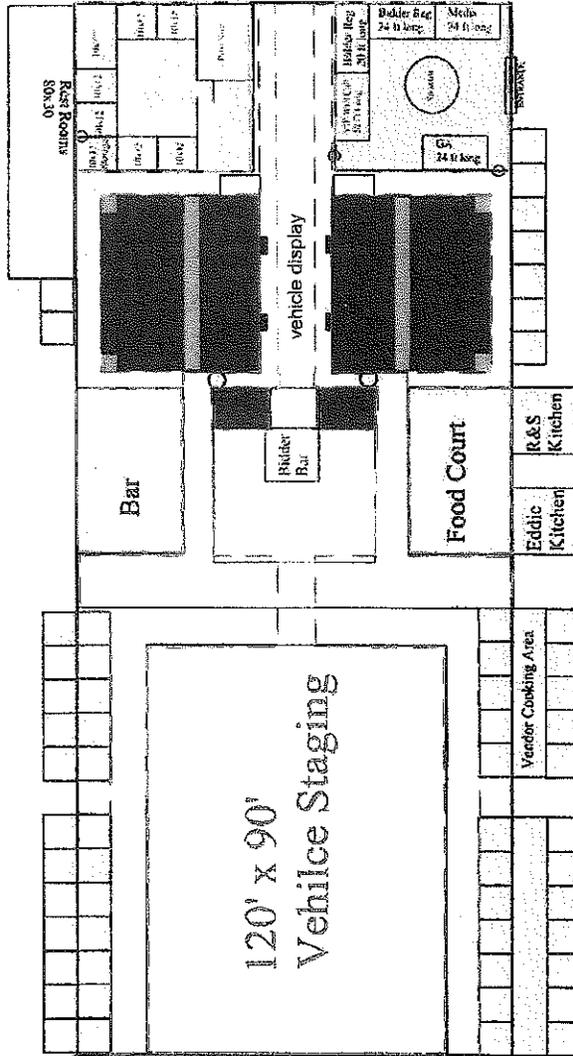
General spectator areas & circulation 48,400 s.f. @ 1 per 200 s.f. = 242 occupants

Sponsor & vendor booths 30 booths @ 1.25/booth = 65 occupants

Total: 307 occupants

DRAFT FOR DISCUSSION

Main Auction Tent – Interior Layout  
(300' x 100')



General circulation 7,400 s.f. @ 1 per 200 s.f. = 37 occupants

Food & Beverage 2,800 s.f. @ 1 per 50 s.f. = 56 occupants

Bleacher seating 5,000 s.f. @ 1 per 12 s.f. = 417 occupants

Administrative Area 4,800 sq. ft. @ 1/150 = 32 occupants

Vendor booths and cooking 55 booths x 1.25/booth = 69 occupants

Total: 611 occupants

**Schedule of Events – 2013**

**June 17<sup>th</sup> – 19<sup>th</sup> (Monday - Wednesday)**

Site Prep and Set up, Tents and Lighting

**June 17<sup>th</sup> – 19<sup>th</sup> (Monday – Wednesday)**

Auction Vehicle Check-In

**June 20<sup>th</sup> (Thursday)**

Auction Vehicle Preview (9:00AM – 4:00PM)

Bidder Registration (9:00AM – 4:00PM)

Sponsor Load In (10:00AM – 4:00PM)

Charity Preview Gala (6:30PM – 9:30PM)

**June 21<sup>st</sup> (Friday)**

Auction Preview (Gates open at 9:00AM)

Bidder Registration (10:00AM – 11:00PM)

Gates Open for General Admission (9:00AM)

Memorabilia - Main Tent (5:00PM – 6:00PM)

Auction – Main Tent (6:00 PM – 11:00 PM)

**June 22<sup>nd</sup> (Saturday)**

Gates Open for General Admission (9:00 AM)

Auction Vehicle Preview

Memorabilia - Main Tent (5:00PM – 6:00PM)

Auction – Main Tent (6:00 PM – 11:00 PM)

**June 23<sup>rd</sup> (Sunday)**

Gates Open for General Admission (9:00 AM)

Auction Vehicle Preview

Memorabilia - Main Tent (10:00AM – 11:00AM)

Auction – Main Tent (11:00AM – 4:00PM)

**June 24<sup>th</sup> – 27<sup>th</sup> (Monday - Thursday)**

Vehicle Check Out

Site Tear Down

## **City of Huntington Beach & Russo and Steele, LLC**

### **EVENT OVERVIEW**

#### **Target Dates (First Year)**

**Event Dates** – The target launch date for the auction will be June 20<sup>th</sup> – 23<sup>rd</sup>, 2013.

We anticipate the dates for 2013 will remain on the June 20-23<sup>rd</sup> weekend however – once our announcement of this even is made, should the other events surrounding the Southern California Collector Car synergy move the ability to match amended dates is necessary.

#### **Schedule of Events – 2013**

##### **June 17<sup>th</sup> – 19<sup>th</sup> (Monday - Wednesday)**

Site Prep and Set up, Tents and Lighting

##### **June 17<sup>th</sup> – 19<sup>th</sup> (Monday – Wednesday)**

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Gates Open for General Admission (9:00AM)

Memorabilia - Main Tent (5:00PM – 6:00PM)

Auction – Main Tent (6:00 PM – 11:00 PM)

##### **June 22<sup>nd</sup> (Saturday)**

Gates Open for General Admission (9:00 AM)

Auction Vehicle Preview

Memorabilia - Main Tent (5:00PM – 6:00PM)

Auction – Main Tent (6:00 PM – 11:00 PM)

##### **June 23<sup>rd</sup> (Sunday)**

Gates Open for General Admission (9:00 AM)

Auction Vehicle Preview

Memorabilia - Main Tent (10:00AM – 11:00AM)

Auction – Main Tent (11:00AM – 4:00PM)

##### **June 24<sup>th</sup> – 27<sup>th</sup> (Monday - Thursday)**

Vehicle Check Out

Site Tear Down

#### **Venue**

The event will be held across the street from the Hyatt Regency Huntington Beach Resort & Spa and the Waterfront Hilton Hotel, on the beach-front parking lot owned by the City of Huntington Beach.

- Main Tent – The Main Tent (300 feet by 100 feet) will be housed on the beach-front parking lot and will serve as the focal point for the weekend festivities, and will house the auction, the charity gala, and any auxiliary activities (seminars, brunches etc) that might take place.
- 300 Auction Vehicles will be parked on one side of the Main Auction Tent for preview with Vendors and Sponsors on the other.

## ***City of Huntington Beach & Russo and Steele, LLC***

### **Advertising/Marketing**

**Marketing Department Coordination** – In an effort to have a fully integrated launch, Russo and Steele will coordinate with with The City of Huntington Beach, the Hyatt Regency Huntington Beach Resort & Spa and Hilton Waterfront Beach Hotel advertising/marketing departments to develop an integrated marketing strategy to announce the partnership, promote the upcoming event dates, and continue to promote the relationship year round. Russo and Steele requests that all logos, stock photography, and other materials be sent as soon as possible along with any visual identity standards that accompany them to initiate the marketing artwork.

**Media Launch (Full Launch Mode)** – Once an agreement has been signed, the four parties will team up for a coordinated Media launch to announce the partnership and to release the dates for the 2013 Auction. This coordinated effort will consist of several components:

- **Press Conference** – A press conference will be held to announce the relationship, and press from both the hotel and automotive industries, as well as local press will be invited to attend at a strategically positioned time and place.
- **Press Release** – Jointly disseminated from the collective PR offices
- **Websites Updates** – Calendar listings, banners, announcements and links on all party's websites
- **HTML Email** – Direct E-mail campaign sent out to over 30,000 Russo and Steele clients and high profile guests of the Hyatt Regency Huntington Beach Resort & Spa, the Hilton Waterfront Beach Hotel and the City of Huntington Beach.
- **Direct Mail** – promotional pieces sent out to Russo and Steele's and other top client lists.
  - "Save the Date" piece
  - Info Piece
  - Auction Catalogue
- **Print Ads** – Full scale Russo and Steele co-branded ads will be taken out in magazines that will be hitting newsstands throughout the year.
- **Huntington Beach — Media and Promotions** – Prior to signing a Letter of Intent, the City of Huntington Beach will deliver Russo and Steele a detailed media plan and promotion schedule, outlining its yearly ad and media budget as well as the various media outlets that the hotels advertises with. The City of Huntington Beach will designate funds to be spent directly on promoting the Russo and Steele event, including but not limited to: television, radio, billboards, newspaper, airport, bus stops, etc.
- **The Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel** The hotels will designate specific funds to be spent directly on promoting the events, including but not limited to: its heavy web presence, its field marketing team, as well its PR team. Additionally Russo and Steele, Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel will participate in national cross promotions, media tags and dedicated media buys. Furthermore, the Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel will continue to promote Russo and Steele year round with in-room promotional materials and in-hotel TV mentions.

## ***City of Huntington Beach & Russo and Steele, LLC***

### **Scottsdale 2013 Auction Launch**

- **"Huntington Beach" VIP Area** – A sky box area overlooking the auction block exclusively branded for the Huntington Beach Event to feature signage and décor creating a California style environment.
- **Scottsdale Auction Registration** – Signage surrounding the registration tables announcing the new auction and co-branding Russo and Steele and with the City of Huntington Beach, They Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel.
- **Scottsdale Auction Signage** – Co-branded signage throughout the Scottsdale event.
- **Auction Catalogue** – Full page co-branded ad in the 2013 Scottsdale and Monterey 2012 catalogs giving all of the details of the event as well as giving reservation information at the Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel.
- **Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel, City of Huntington Beach, Booth** – A booth for the hotels, and City of Huntington Beach inside the main bidder's tent giving details about the Russo and Steele partnership, and the ability for the hotels to take room reservations for the event, offering a concierge service etc.
- **Auction Block Mentions** – During the auction, the auctioneers will be given designated scripts to announce the partnership at various time throughout the auction. Russo and Steele would strategically place these mentions during peak times of the show, and during the sale of high dollar automobiles.
- **Grand Unveiling** – During the peak of the auction, Drew and representatives from the Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel, and the City of Huntington Beach will have a formal presentation of the event on the auction block. This part of the auction will be sure to capture everyone's attention, and will be followed by the grand entrance of the "apex car".
- **"Bidder's Dream" Silent Auction Item** – As a tie into the charity gala, the partners can put together a package for bidders to be auctioned off. It can include a free admission package to the 2012 event including VIP Credentials, hotel room, spa package. (Possibly airfare with suitable sponsor) etc.

### **Sponsorship**

- **Event Sponsors** – Russo and Steele will be able to bring its sponsors to the designated event site and those sponsors will be given category exclusivity within the preview area and inside the Main Tent. Additionally, Russo and Steele will work with the Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel to find highly visible placements for Russo and Steele throughout the hotels. These opportunities could range from carrying a specific line of alcohol or wine in the bars, to vehicle placements in the valet area etc.

## **City of Huntington Beach & Russo and Steele, LLC**

### **Operations**

- **Signage Opportunities** – The partners will provide a list of locations and size requirements for Russo and Steele signage that can be hung throughout the existing site, inside the hotel, or throughout the city Of Huntington Beach.
- **Security** – Since the event is centered around high dollar automobiles, security is a major concern. The partners will work together to come up with a specific site plan outlining the event site perimeter, and the City of Huntington Beach will assist with security, stemming from the local Police and Fire Departments for both day and night security. This will ensure that all attendees and the vehicles are safe at all times.
- **Infrastructure** – The partners will also work to come up with a suitable site layout, and will work to ensure that everyone's needs are being met. Russo and Steele will require the following:
  - Phone and Internet Line hookups (Provided by the Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel)
  - Power hookups – suitable to handle the operations of Russo and Steele (sound, lighting, office etc.),
  - Fence, to be provided by Russo and Steele
  - Main Tent - Russo and Steele will be responsible for the costs associated with the main tent, including
    - Tent Costs
    - Sound and Lighting
    - Seating (Bleachers)
    - Décor
    - Auction Block Flooring
- **Permitting and Licensing**
  - The City of Huntington Beach will work with Russo and Steele and the various governing bodies to secure any required permitting or specific licenses , prior to the required filing dates to insure a successfully event.

### **Auction Events**

- **Charity Gala/Preview Party** – The gala will be held on Wednesday prior to the auction and will serve as a chance for attendees, local government, and the media to get together for an event to benefit a charity. This event will draw the very highest profile guests, and should become one of the signature events in Huntington Beach. This gala will be held in either the Hilton or they Hyatt, and the partners will work together to come up with a theme or “catch” to liven up the event and to attract attendees. The Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Hotel will help with the acquisitions of local chef's, gala décor etc, and all of the partners will work together to secure a beer/liquor sponsor to offset the costs. All other costs will be mutually agreed upon by the partners, a charity of the partners' choosing will be designated as the beneficiary of the event, and will receive all of the after cost proceeds from the gala ticket sales.
- **Media Area**– During the auction, the media would have an area within the hosted hotel for the media to check-in, gain wireless internet access, and have comfortable setting for communications between the auction and their home offices. By creating a specific area that provides a food and a beverage station along with internet access, members of the media will be encouraged to stay at the event longer and maintain contact with their publications. We would like to have TV's playing live auction action during auction times and at all other times have a commercial reel running on the TV's for maximum media exposure.

***City of Huntington Beach & Russo and Steele, LLC***

- **General Preview / Vehicle Check In** – The general preview area will be on either side of the Main Tent, and it serves as a chance for bidders to inspect the vehicles that they are interested in purchasing. This area will be closed to the general public for security reasons, but will be open to general admission ticket holders. In addition, this area will serve as the check in for the vehicles that are being offered at the auction. We will have staff arriving prior to the event to assist in check in and for the vehicles that arrive early. Russo and Steele will work with the City of Huntington Beach to coordinate the most effective way to load and unload the transporters that will be carrying the vehicles in.

**FROM:** Planning Commission Vice-Chair Mark Bixby

*MDB*

**TO:** Planning Manager Herb Fauland

**DATE:** August 23, 2012

**RE:** Appeal of Zoning Administrator approval of Coastal Development Permit no. 12-05  
(Russo and Steele auto auction)

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& Building

I am appealing the August 15, 2012 Zoning Administrator approval of the Russo and Steele auto auction project. This project will result in the temporary loss of as many as 588 city beach parking lot spaces during the peak period beach season when demand for parking is at its greatest.

Issues for planning commission consideration include but are not limited to:

- Consistency with General Plan Coastal Element policy C 1.1.2 giving priority to coastal dependent developments.
- Compliance with the Downtown Specific Plan section 3.2.26 parking requirements, including the Figure 3-15 (1 of 2) exception requiring loss of District 7 parking to be replaced at a 1:1 ratio within District 7.
- Compliance with the Downtown Specific Plan section 3.3.7.3 permitted uses for District 7.

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JUL 26 2012

Dept. of Planning  
& Building

**PARKING STUDY  
FOR THE PROPOSED  
RUSSO AND STEELE AUTOMOBILE AUCTION EVENT  
IN THE CITY OF HUNTINGTON BEACH**

Prepared for:

**Russo and Steele**

Prepared by:

**Kimley-Horn and Associates, Inc.**

765 The City Drive, Suite 400

Orange, California 92868

(714) 939-1030

July, 2012

ATTACHMENT NO. 5.1

**PARKING STUDY  
FOR THE PROPOSED  
RUSSO AND STEELE AUTOMOBILE AUCTION EVENT**

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**ATTACHMENTS**

ATTACHMENT A – Breakdown of Parking Areas for Data Collection

**PARKING STUDY  
FOR THE PROPOSED  
RUSSO AND STEELE AUTOMOBILE AUCTION EVENT  
IN THE CITY OF HUNTINGTON BEACH**

**INTRODUCTION**

Russo and Steele, a firm specializing in collector automobile auctions, wishes to establish an annual Auto Auction event on a portion of the City Beach parking lot, between Huntington Street and the pedestrian overpass that connects the Hyatt Regency Hotel with the beach.

The Auto Auction event would result in the temporary loss of 348 to 588 beach parking spaces over the course of a week and a half in late June, starting in 2013. In addition to the loss of beach parking, the event itself will generate some level of additional parking demand. The applicant intends to address the temporary loss of parking and to accommodate the event parking demand through implementation of parking management measures, to be discussed later in this report.

This parking study has been prepared to:

- Determine the current parking demand in the event site lot, i.e., the number of vehicles that would be temporarily displaced by the Auto Auction event;
- Identify the number of available parking spaces in other beach parking lots where the displaced beach-goers would likely go;
- Identify other potential remote lots and the number of parking spaces available for beach and event parking;
- Identify other feasible measures to increase the parking supply during the temporary loss of parking.

**PROJECT DESCRIPTION**

**Existing Operations**

The Auto Auction event is proposed to be held on a portion of the City Beach parking lot across Pacific Coast Highway (PCH) from the Hyatt Regency Huntington Beach Resort & Spa, and the Waterfront Hilton Hotel. The project site is shown on **Figure 1**. This parking lot is owned by the City of Huntington Beach, and is part of the City Beach parking lot, which extends down to Beach Boulevard. The portion of the City Beach parking lot between Huntington Street and the pedestrian overpass provides a total of 740 surface parking spaces, including 12 handicap accessible spaces.

The City Beach parking lot is open to beach-goers for a flat rate of \$15.00 per day. Because it offers easy accessibility to the beach, and is close to downtown, the pier, and the hotels, this parking area is well-used on weekends and summer days, and often has a "Parking Full" sign posted by late morning on weekends.

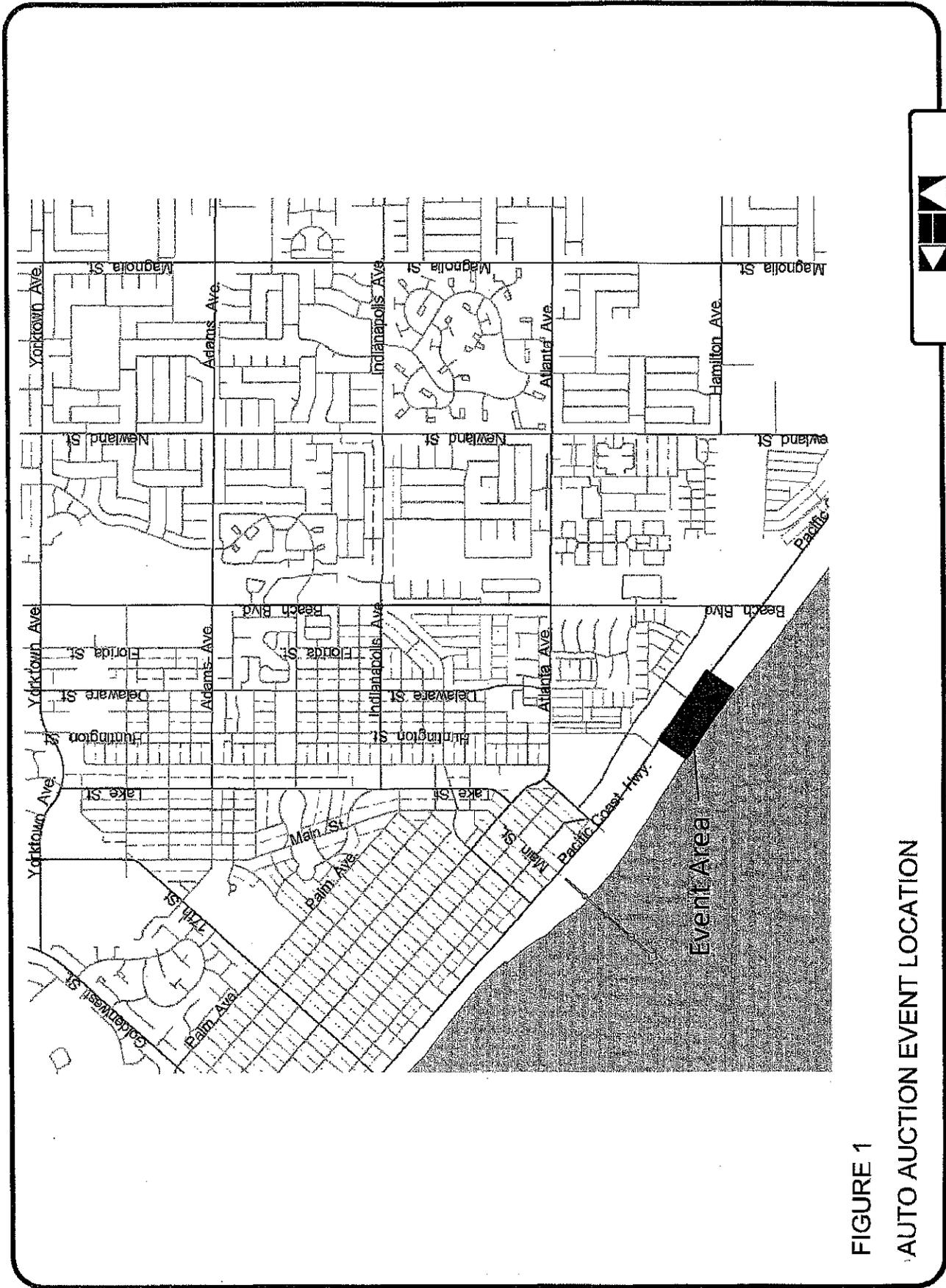


FIGURE 1  
AUTO AUCTION EVENT LOCATION

The beach parking lots south of Beach Boulevard are part of the Huntington State Beach, operated by the California Department of Parks and Recreation. State Beach is open from 6:00 AM to 10:00 PM, with entries to the park not allowed after 9:00 PM.

### **Proposed Project**

Russo and Steele proposes to occupy a portion of the City Beach parking lot to conduct an Automobile Auction event. The event is proposed to be an annual occurrence, taking place in June.

The entire event, including set-up and take-down, will last 11 days, from Monday to the following Thursday. During the event set-up and break-down, a total of seven days, the operation will occupy 348 parking spaces. During the main part of the event, when the auction vehicles are on display for preview, the Auto Auction operation will occupy an additional 240 spaces, for a total of 588 spaces.

The proposed layout for the event is provided on **Figure 2**. Of the approximately 740 spaces that are located in the portion of the parking lot between Huntington Street and the pedestrian overcrossing, the event would occupy 348 to 588 spaces, depending on the phase of the event. The 62-space area closest to Huntington Street would be available to the public throughout the entire event. In addition, a single row of parking (90 spaces) and the drive aisle along the edge of the parking lot closest to the ocean would also be open throughout the event, providing vehicular and pedestrian access through this part of the parking lot to the parking immediately adjacent, to the south.

The applicant will implement parking management measures, in order to offset the temporary loss of parking during the event, and to accommodate the additional parking demand that would be generated by the event.

### **PARKING ANALYSIS**

#### **Observed Existing Parking Demand**

The existing parking demand in the beach parking lots was surveyed to:

- Determine the current parking demand in the event site lot, i.e., the number of vehicles that would be temporarily displaced by the Auto Auction event;
- Identify the number of available parking spaces in other beach parking lots where the displaced vehicles and event-goers vehicles may go;
- Determine the adequacy of the available beach parking and the remote lot parking to accommodate the parking needs of the Auto Auction event, and offset the temporary loss of beach parking.

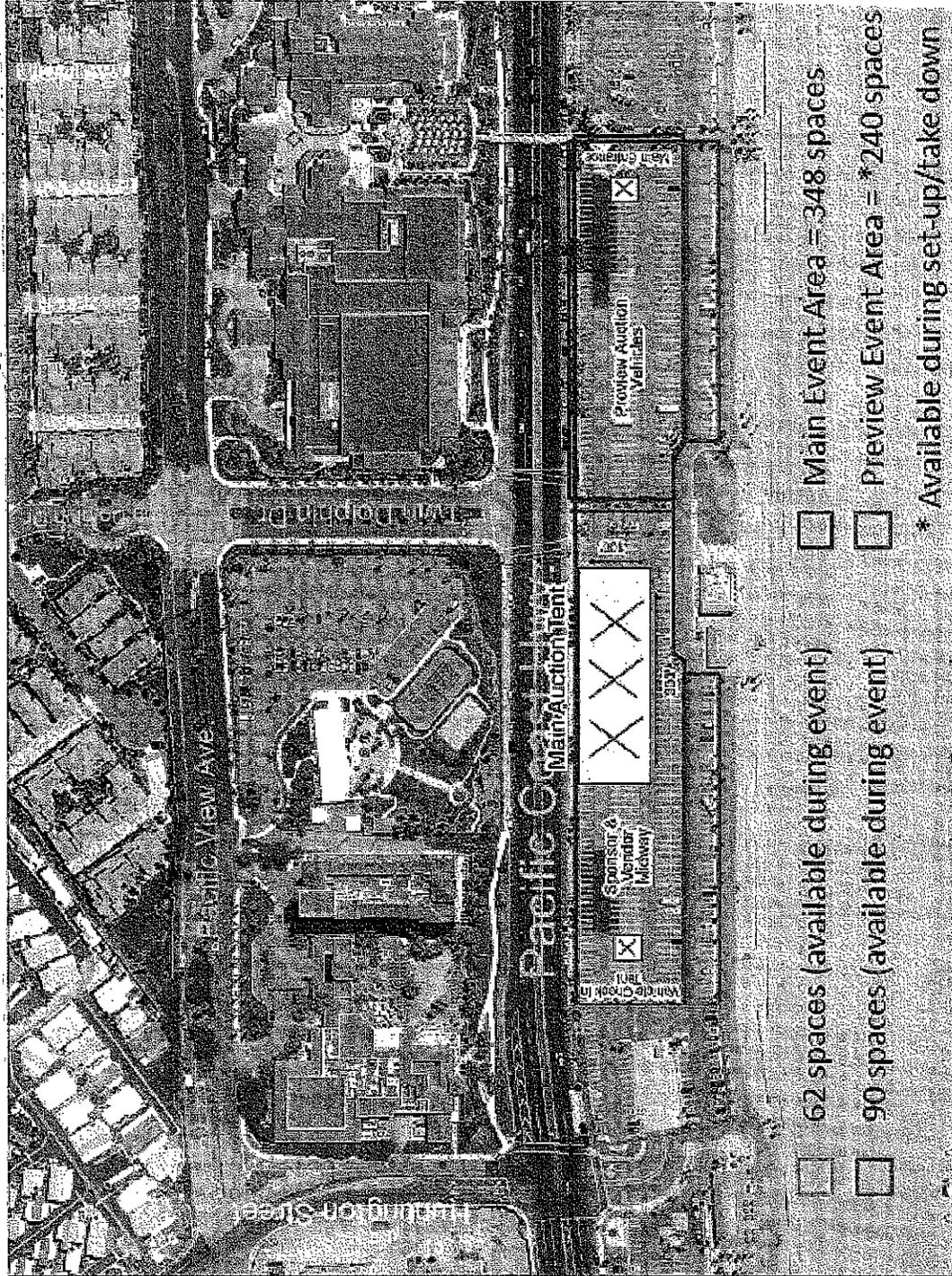


FIGURE 2  
 AUTO AUCTION SITE LAYOUT



Kimley-Horn and Associates, Inc.

Parking data was collected in all of the beach parking lots from Huntington Street to Magnolia Street. There are a total of 2,816 parking spaces in this area, broken down into sub-areas as follows:

- *The City Beach parking area where the Auto Auction event would be held:*
  - Parking Area 1 – From Huntington Street to the pedestrian bridge at the Hyatt Hotel – 740 spaces.
  - The event will occupy 348 spaces during the 3 days prior to and the 4 days after the event for set-up and take-down.
  - The event will occupy 588 spaces during the 4 days of vehicle preview and auction.
  
- *City and State Beach parking areas south of the event site:*
  - Parking Area 2 – From the pedestrian bridge to Beach Boulevard – 665 spaces
  - Parking Area 3 – From Beach Boulevard to Newland Street – 714 spaces
  - Parking Area 4 – From Newland Street to Magnolia Street – 697 spaces
  
- *Sub-total three non-event areas – 2,076 spaces*
- *Total all areas – 2,816 spaces*

Aerial maps depicting the parking data collection areas are provided in **Attachment A**.

Parking data was collected on a Saturday, Sunday, and Wednesday in June, 2012. The weekend data collection times were designed to coincide with the times when the beach parking would be most impacted by the proposed project – specifically, at the times when:

- the beach parking demand would be at its peak; and
- the greatest number of parking spaces would be unavailable for beach parking;

Data was also collected on a typical weekday to determine what level of parking management measures, if any, would be needed for the weekday operation. It should be noted that the weather on all three data collection days was excellent beach-going weather. The results of the parking data collection are summarized on Tables 1 through 4.

#### Parking Area 1 – The Event Site

Table 1 provides a summary of the number of vehicles parked in Parking Area 1– the parking area where the event would be held, between Huntington Street and the pedestrian overcrossing. Review of Table 1 indicates that, on Saturday, Parking Area 1 was virtually full by 12:00 noon and remained so through 2:00 PM. Parking demand in the lot remained high (over 700 vehicles) until 5:00 PM. On Sunday, the parking demand was over 700 vehicles until 2:00 PM, when the demand started to steadily decrease. These results indicate that, on Saturday and Sunday of the event weekend, when the event would take up 588 parking spaces, 588 vehicles would be displaced.

On Wednesday (a typical weekday), the peak parking demand in Parking Area 1 was 253 cars at 3:00 PM, leaving 487 spaces available.

- On the weekdays during set-up and take-down, the event would occupy 348 spaces in Parking Area 1, leaving 392 spaces available for beach parking. This would be enough available parking in Parking Area 1 outside the Auto Auction event to accommodate the typical weekday parking demand on the weekdays during set-up and take-down.
- On the Thursday and Friday following set-up, the preview and auction portion of the event would occupy 588 spaces, leaving roughly 150 spaces in Parking Area 1 available for beach parking. Since the typical weekday demand exceeds this number, some beach parking in Parking Area 1 would be displaced to adjacent beach parking lots as discussed in the next section.

Parking Areas 2, 3, and 4 – Non-Event Parking Areas

Parking data for the remaining Parking Areas (from Huntington Street to Magnolia Street) is summarized on **Table 2** for Saturday, **Table 3** for Sunday, and **Table 4** for Wednesday. The numbers in these three tables reflect the number of **available (unoccupied)** parking spaces, by area, for the beach parking areas outside the lot where the Auto Auction event would be held.

Review of these tables indicates that the highest beach parking demand occurred on Saturday, between 2:00 and 3:00 PM, when there were a total of 83 spaces available in Parking Areas 2, 3, and 4 – less than 5% of the total parking supply.

Parking patterns on Sunday were similar to Saturday, with the overall Sunday demand roughly 20% less than Saturday. The peak parking demand on Sunday occurred between 1:00 and 2:00 PM, when there were a total of 445 parking spaces available from Huntington Street to Magnolia Street.

Review of the weekend data indicates that the parking areas closest to the pier and downtown fill first, and the demand then grows to the south as the day goes on. Parking Area 2 (from the pedestrian overcrossing to Beach Boulevard) was virtually full until 4:00 PM, when the demand started to steadily decline. Parking Area 3 (from Beach Boulevard to Newland Street) was also virtually full until about 3:00 PM. The parking demand in Parking Area 4 (from Newland Street to Magnolia Street) grew throughout the day, and peaked mid-afternoon, with 100 or more spaces available in this area for much of the day.

Although formal parking data was not collected in the lots between Magnolia Street and the Santa Ana River (further south of the four areas studied), an informal observation of this parking on the following weekend indicated that there were several hundred parking spaces available during the peak afternoon period on both Saturday and Sunday.

On Wednesday (a typical weekday), parking demand was substantially less than on the weekend, with 1,200 or more parking spaces available in Parking Areas 2, 3, and 4 at all times.

**Table 1**  
**Summary of Parking Demand**  
**In Parking Area 1 - Event Site**

TIME	Saturday 6/23/2012	Sunday 6/24/2012	Wednesday 6/27/2012
Spaces	740	740	740
11:00 AM	--	<b>723</b>	--
12:00 PM	<b>739</b>	704	149
1:00 PM	738	715	199
2:00 PM	712	645	241
3:00 PM	733	624	<b>253</b>
4:00 PM	711	522	226
5:00 PM	585	--	--
6:00 PM	466	--	--

XXX = Peak parking demand in Parking Area 1 (the Event Site parking lot).

-- = Data collection was not conducted during this hour.

**Table 2**  
**Summary of Available Parking**  
**Parking Areas 2, 3, and 4 - Saturday**

Location: Beach Parking South of Event Site      Day: Saturday  
City: Huntington Beach      Date: 6/23/2012

TIME	Parking Area 2 Pedestrian Bridge to Beach Boulevard	Parking Area 3 Beach Boulevard to Newland Street	Parking Area 4 Newland Street to Magnolia Street	TOTAL
Spaces	665	714	697	2,076
12:00 PM	9	1	203	213
1:00 PM	8	3	164	175
2:00 PM	8	15	60	83
3:00 PM	7	56	40	103
4:00 PM	50	121	112	283
5:00 PM	74	152	98	324
6:00 PM	126	154	167	447

XXX = Lowest level of parking availability.

**Table 3**  
**Summary of Available Parking**  
**Parking Areas 2, 3, and 4 - Sunday**

Location: Beach Parking South of Event Site      Day: Sunday  
 City: Huntington Beach      Date: 6/24/2012

TIME	Parking Area 2 Pedestrian Bridge to Beach Boulevard	Parking Area 3 Beach Boulevard to Newland Street	Parking Area 4 Newland Street to Magnolia Street	TOTAL
Spaces	665	714	697	2,076
11:00 AM	14	127	521	662
12:00 PM	16	10	459	485
1:00 PM	24	27	394	445
2:00 PM	138	87	269	494
3:00 PM	164	148	139	451
4:00 PM	210	176	74	460

XXX = Lowest level of parking availability.

**Table 4**  
**Summary of Available Parking**  
**Parking Areas 2, 3, and 4 - Wednesday**

Location: Beach Parking South of Event Site      Day: Wednesday  
 City: Huntington Beach                                      Date: 6/27/2012

TIME	Parking Area 2 Pedestrian Bridge to Beach Boulevard	Parking Area 3 Beach Boulevard to Newland Street	Parking Area 4 Newland Street to Magnolia Street	TOTAL
Spaces	665	714	697	2,076
12:00 PM	497	598	564	1,659
1:00 PM	465	534	543	1,542
2:00 PM	436	492	554	1,482
3:00 PM	433	483	365	1,281
4:00 PM	453	478	555	1,486

XXX = Lowest level of parking availability.

## Event Parking

In addition to offsetting the impact of the temporary loss of beach parking in Parking Area 1, event organizers will minimize the impact on beach parking of the additional parking demand generated by the event itself. Event participants, attendees, and staff will consist of the following:

Individual	Number
Vehicle owners / sellers	200
Registered Auction bidders	200
Spectators	Varies
Sponsors / Vendors	70
Russo & Steele Event Staff	32

Individuals associated with the event are not expected to have a noticeable impact on beach parking, based on the following:

- The Hyatt and Hilton hotels will be prominently featured in the Russo and Steele promotional materials, and it is expected that the majority (estimated to be 90%) of the vehicle owners / sellers and auction bidders will stay as guests at the Hilton or Hyatt hotel. The hotel parking supply would already accommodate parking demand generated by its own hotel guests.
- Any Auto Auction vehicle owners / sellers, and registered Auction bidders who are not staying at the hotels (estimated to be 10%) will be informed through the Auto Auction event promotional materials and event packets, and through the Russo and Steele website itself to park in the hotel parking.
  - This represents 40 additional event vehicles in the hotel parking, above and beyond event hotel guests.
- In addition, 90% of the event sponsors, vendors and staff will stay at the hotel. The hotel parking supply would already accommodate parking demand generated by its own hotel guests.
- Russo and Steele will require the remaining sponsors and vendors and their own support staff who are not staying at the hotels to use the hotel parking.
  - This represents 10 event vehicles in the hotel parking, above and beyond event hotel guests.

- Event spectators (individuals not participating as a seller or a bidder) will consist of local individuals interested in viewing the vehicles and visiting the sponsor / vendor tent. The number of spectators on site any one time will vary throughout the event and is estimated to peak at 300 on Saturday and Sunday.
  - Approximately 70% are assumed to be aware of the event through the event promotional materials. These people will be informed of the availability of parking at the hotel. Assuming 2 persons per car, this represents 105 event vehicles in the hotel parking, above and beyond event hotel guests.
  - Some event spectators (30%) could be individuals who are already downtown to go to the beach, walk the pier, and/or eat and shop in the downtown, and who choose to participate in the event out of curiosity and interest. These individuals would already be part of the typical beach / downtown parking demand.

This additional event parking demand using the hotel parking is estimated to be a maximum of 155 vehicles (40 owners and bidders, 10 vendors and staff, and 105 spectators). Hotel property management has provided hotel parking data that was collected in late June, 2012. The data indicates that excess (unoccupied) parking on the hotel properties exceeded 300 spaces at all times. Hotel records also indicate that the hotels were at 99.7% occupancy on Saturday, the peak event parking day. This data indicates that the hotel parking will adequately accommodate the event parking demand above and beyond the parking needed for hotel guests.

## IMPACT ASSESSMENT

### Weekday

#### Set-up and Take-down Days

The parking data results indicate that the loss of 348 parking spaces in Parking Area 1 on weekdays during event set-up and take-down will not cause an impact to parking for beach-goers. There would be enough available parking in Parking Area 1 to accommodate the weekday beach parking demand during the set-up and take-down days.

#### Preview and Auction Days (Thursday and Friday)

On Thursday and Friday, the Auto Auction even will occupy 588 spaces in Parking Area 1, leaving roughly 150 spaces in Parking Area 1 for beach parking. There would be over 1,200 available parking spaces in the remainder of the beach parking, in Parking Areas 2, 3, and 4 to offset the additional temporary loss of parking on the Thursday and Friday event days.

No parking management measures would be needed to offset the temporary loss of parking spaces for the weekday.

## Weekend

The temporary loss of 588 spaces during the preview and auction event on the weekend does represent a parking impact which will need to be addressed with a parking management program. The data indicates that, while there would be some available parking in the beach lots to the south, there would not enough to make up for all 588 parking spaces, unless the beach-goer continues past Magnolia Street.

People going to the beach, who first look for parking in the City Beach lot at the peak time (mid-afternoon on Saturday) would just have to "keep going" down PCH until they find a lot that's open – an occurrence not untypical for a summer weekend. One group impacted by this shift southward to the State Beach would be people with an annual City Beach Parking Pass, which is valid in the City Beach lots (down to Beach Boulevard) but not in the State Beach lots. This is addressed in the next section.

## PARKING MANAGEMENT MEASURES

Replacement parking measures to accommodate beach parking demand will be implemented for Saturday and Sunday, to replace the parking taken up by the Auto Auction event.

Five remote parking areas have been identified as candidates for replacement parking:

Location	Number of Spaces	Distance to Event Site (mi.)	Distance to the Beach (mi.) <sup>1</sup>
City Hall 2000 Main Street	400	2.6	2.6
Edison High School 21400 Magnolia Street	178	2.2	0.75
Edison Park 21377 Magnolia Street	53	2.2	0.75
Newland Barn 19822 Beach Boulevard	60	2.3	1.9
Rodgers Senior Center 1706 Orange Avenue	104	1.1	0.5

<sup>1</sup> Measured from the remote lot to the closest entrance to the beach.

The location of each of these lots is shown on **Figure 3**.

In total, the five remote lots would provide 795 replacement parking spaces, which, in combination with the available parking in other beach parking lots, would more than offset the temporary loss of 588 parking spaces on the Auto Auction event weekend.

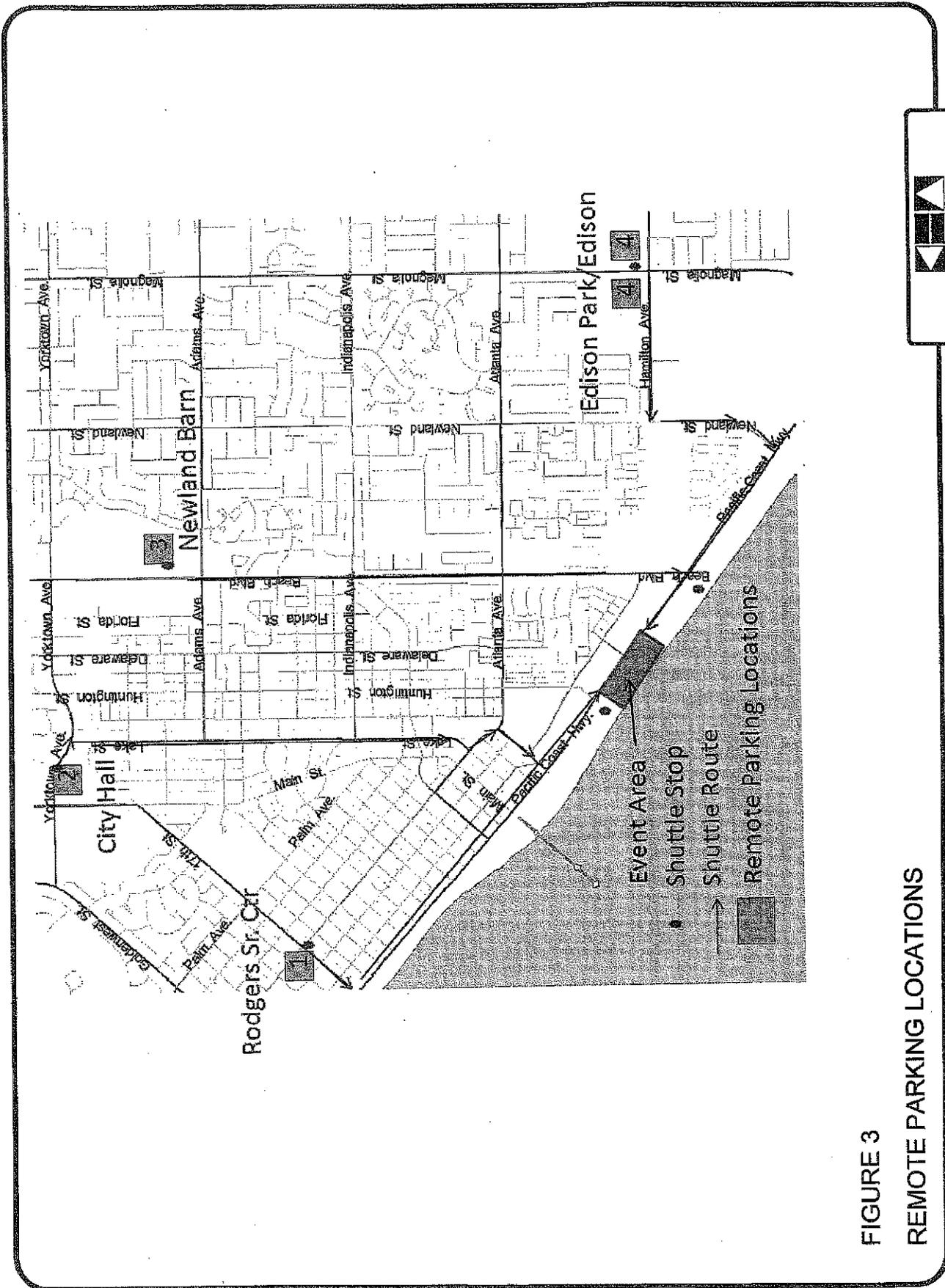


FIGURE 3  
REMOTE PARKING LOCATIONS

Review of the remote parking lot chart indicates that The City Hall and the two Edison lots (the High School and Edison Park) alone would provide a total of 631 spaces, which would be enough to offset the temporary loss of parking. It is recommended that the remote lot and shuttle operation focus on the City Hall and two Edison lots, since City Hall and the Edison High School and Edison Park areas are well-known facilities and easy to find.

The parking at Edison High School and Edison Park would be very convenient replacement parking for beach-goers, since it is less than a mile from the Magnolia Street entrance to the State Beach. The shuttle route should be designed to provide a stop not only near the Auto Auction event site, but also at the nearest entrance to the beach itself (Magnolia Street), since most of the people taking advantage of the remote parking and shuttle will be beach-goers.

The City Hall parking would build on the current shuttle operation provided by the City on weekends and Tuesday nights for Surf City Nights. Residents have become very familiar with this free parking and shuttle operation.

In both cases, one shuttle vehicle would be able to complete a circuit each half-hour.

Based on the empirical data, the remote parking lots and shuttle operation at City Hall and Edison would only be needed for Saturday and Sunday midday, when the beach parking demand is at its peak, and the Auto Auction event is occupying all 588 parking spaces.

The availability of nearby free parking and the convenience of not searching for a parking spot in the crowded beach parking lots will be an enticement to use the remote lots and shuttle. To enhance the awareness of and promote the utilization of the remote parking lots, advance promotion and point-of-entry signage would be employed, such as:

- Promote free parking and shuttle with maps and routes:
  - In all advance promotional advertising and brochures for the Auto Auction event;
  - On the City website;
  - On the Russo and Steele event website;
  - Signs and maps at the City Hall shuttle lot for the alternate Edison remote lots (in the event the City Hall lot is full)
  - Signs and maps at the entrances to the beach parking.
  - Signs and maps at or near the remote parking lots themselves.

Other recommended parking measures include:

- Communication and coordination between beach parking personnel and the remote lots to avoid sending beach parkers to a remote lot that is full.
- If needed, coordinate with Edison High School officials to expand the designated shuttle parking area to include additional parking to the north, along Magnolia Street (approximately 100 spaces).

- To minimize the impact to people with City Beach Parking Passes, the applicant and City will work with City and State Beach officials to allow vehicles with a City Beach Parking Pass to park in the State Beach parking lots, subject to parking availability.

#### **SUMMARY**

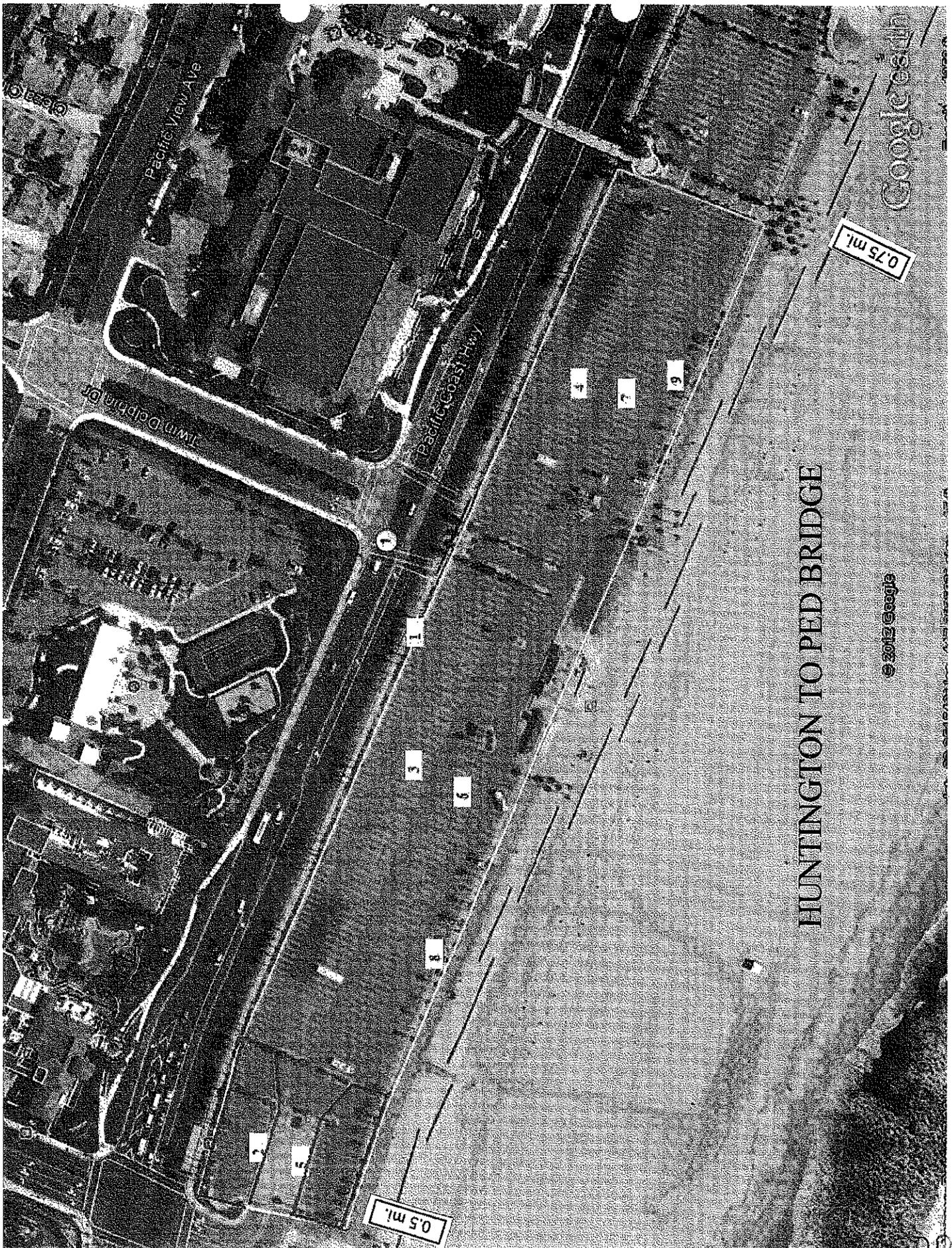
Implementation of a remote parking and shuttle program using the City Hall and Edison facilities on Saturday and Sunday afternoons, in combination with the available parking in the other beach parking lots, would more than offset the temporary loss of 588 parking spaces in Parking Area 1 during the preview and auction portion of the Auto Auction event.

Event organizers will use promotional materials, the internet, and signage and coordination to promote awareness and utilization of the remote lots.

The parking demand generated by the event participants, attendees, and staff will be accommodated by guest parking at the hotel and excess available parking for all other event participants who are not guests of the hotel.

**ATTACHMENT A  
BREAKDOWN OF PARKING AREAS  
FOR DATA COLLECTION**

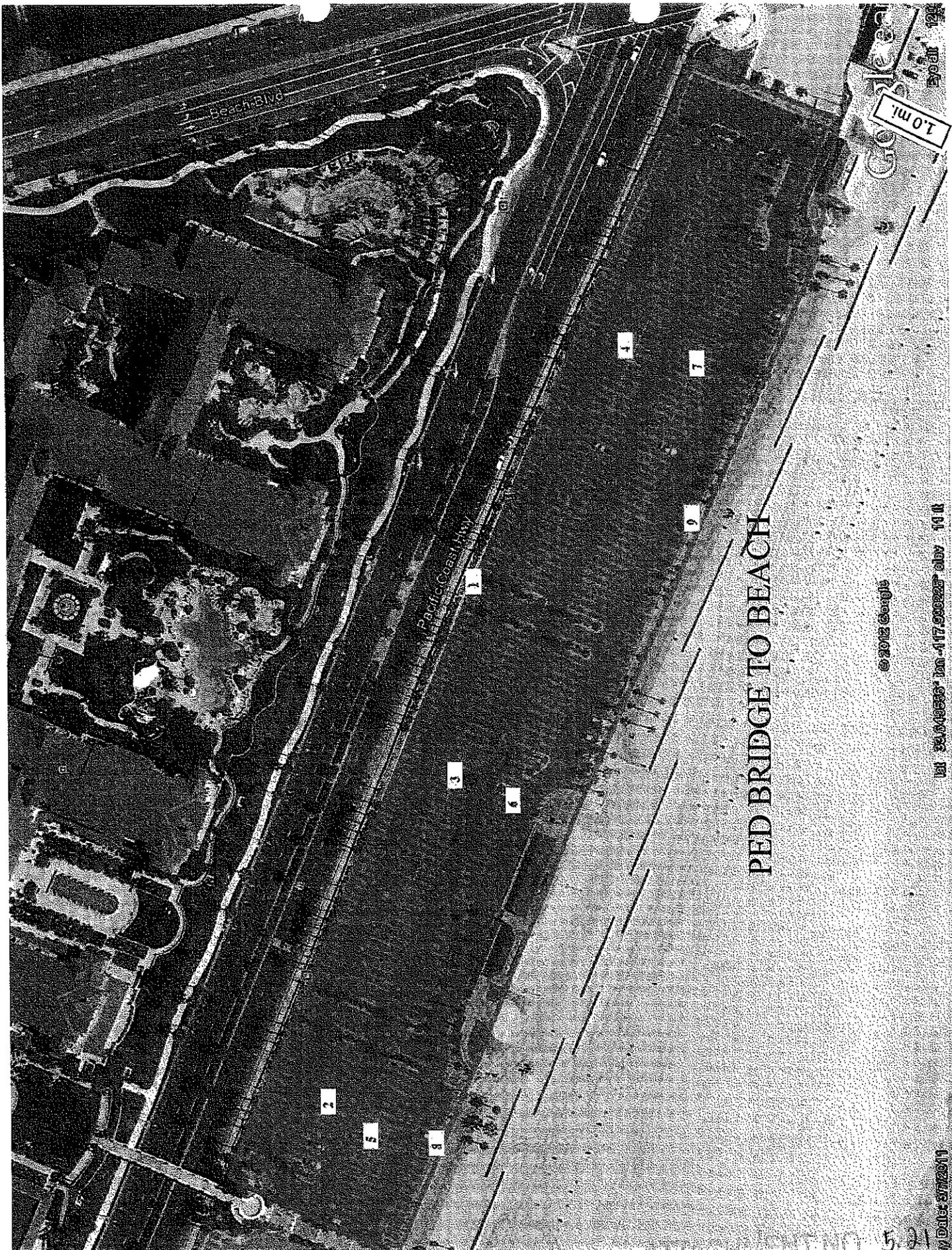
ATTACHMENT NO. 5.19



HUNTINGTON TO PED BRIDGE

© 2012 Google

Google Earth

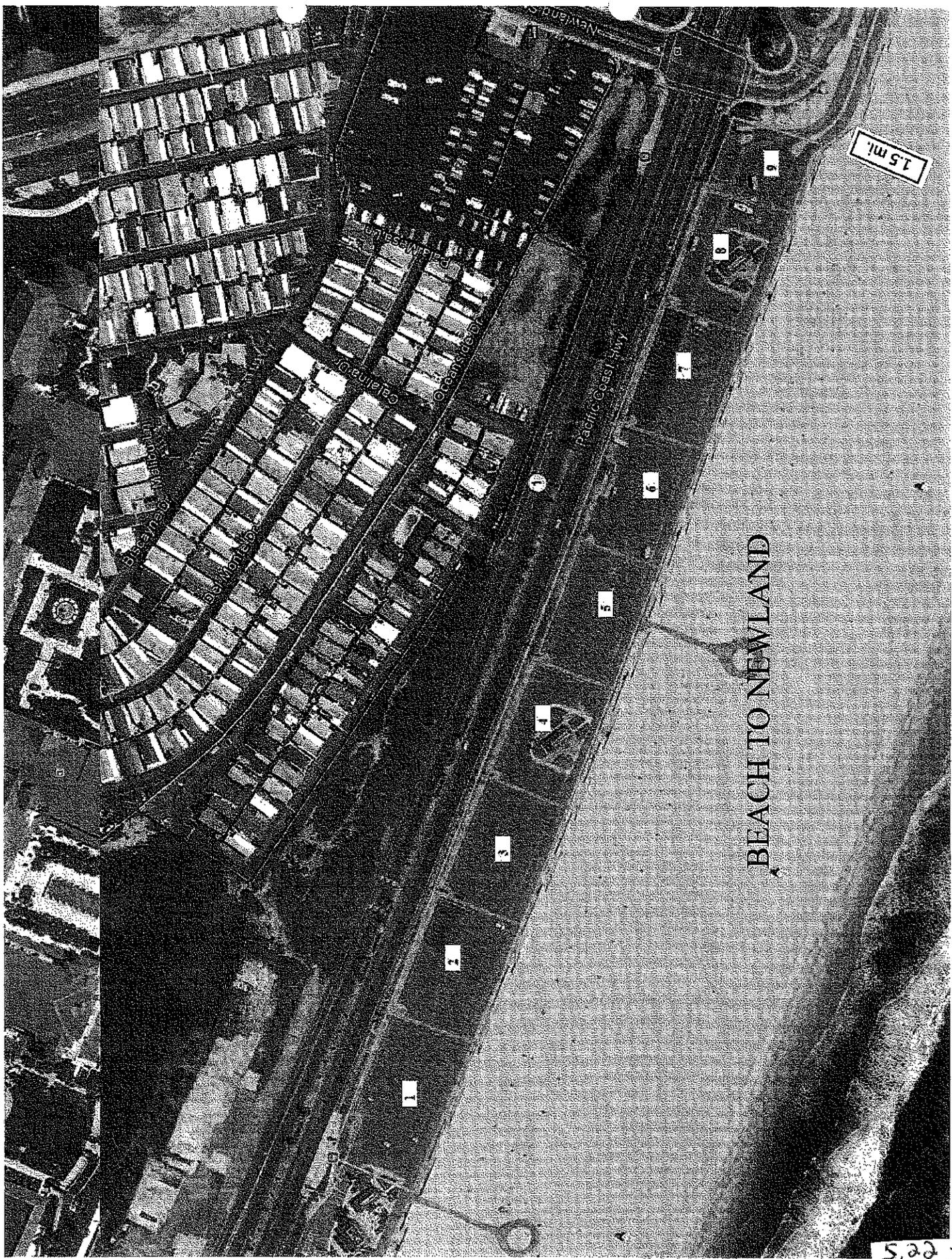


PED BRIDGE TO BEACH

© 2012 Google

lat 33.646555 lon -117.906227 elev 11 ft

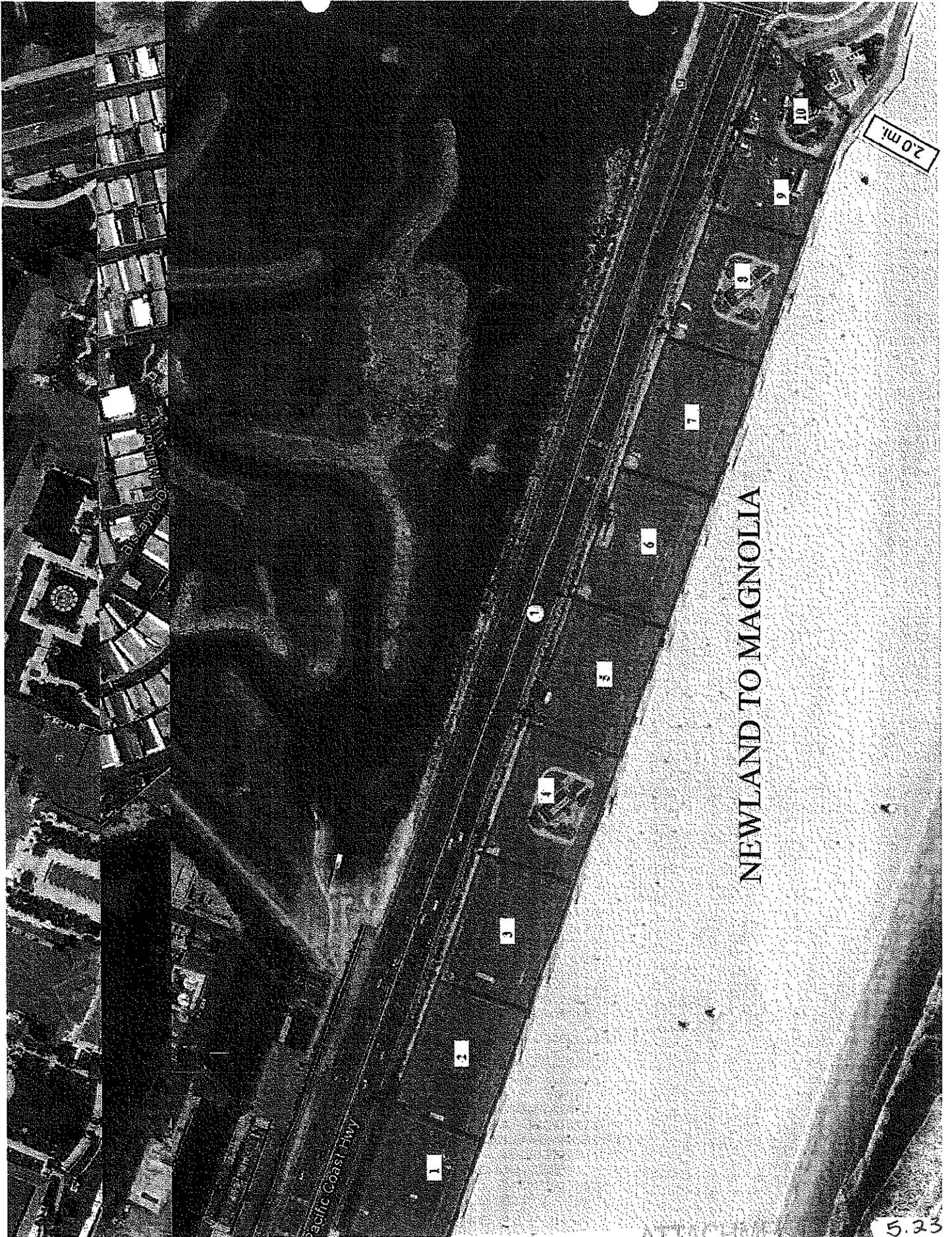
Scale 1:25000



1.5 mi.

BEACH TO NEWLAND

ATTACHMENT 1 S.22



NEWLAND TO MAGNOLIA



# CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

## DESIGN REVIEW BOARD

Phone 536-5271  
Fax 374-1540  
374-1648

### NOTICE OF ACTION

August 9, 2012

Drew Alcazar  
Russo and Steele  
5230 S. 39<sup>th</sup> Street  
Phoenix, AZ 85040

**APPLICATION:** DESIGN REVIEW NO. 12-006 (RUSSO & STEELE AUTO AUCTION)

**APPLICANT:** Drew Alcazar

**PROPERTY OWNER:** City of Huntington Beach, 2000 Main Street, Huntington Beach CA 92648

**REQUEST:** Review the design, colors, and materials associated to an automobile auction event occupying 588 parking spaces within a beach parking lot during the month of June for five years (2013-2017). The event will include: an approximately 26 ft. high, 30,000 sq. ft. tent; a vendor/sponsor area with 40 canopies; and an auction display area for approximately 300 vehicles.

**LOCATION:** Citywide

**DATE OF ACTION:** August 9, 2012

The Design Review Board of the City of Huntington Beach took action on your application (s) on **August 9, 2012**, and your application was recommended for **approval** to the Zoning Administrator. Attached to this letter are the recommended conditions of approval for your application.

Please be advised that the Design Review Board reviews the conceptual plan as a basic request for entitlement and forwards any recommendations to the Zoning Administrator. The conceptual plan should not be construed as a precise plan, reflecting conformance to all Zoning and Subdivision Ordinance requirements. Please note that there may be additional requirements prior to commencement of the project.

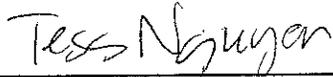
Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the action taken by the Design Review Board is only a recommendation and is not appealable. The recommendation of the Design Review Board will be forwarded to the Zoning Administrator for consideration. You will be notified of the pending hearing date.

ATTACHMENT NO. 6.1

DR No. 12-006  
August 9, 2012  
Page 2 of 3

If you have any questions, please contact Jill Arabe, Assistant Planner at (714) 374-5357 or via [jarabe@surfcity-hb.org](mailto:jarabe@surfcity-hb.org) or the Planning Division Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,



---

Tess Nguyen, Secretary  
Design Review Board

TN:JA

**ATTACHMENTS:**

Recommended Conditions of Approval: DR No. 12-006

c: City of Huntington Beach  
Herb Fauland, Planning Manager  
Project File

ATTACHMENT NO. 6.2

**ATTACHMENT NO. 1**

**RECOMMENDED CONDITIONS OF APPROVAL**

**DESIGN REVIEW NO. 12-006**

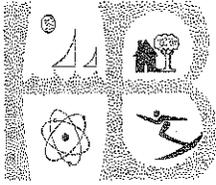
**RECOMMENDED CONDITIONS OF APPROVAL - DESIGN REVIEW NO. 12-006:**

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 layout.
2. The use shall be allowed for a one-year period.
3. The design, colors, and materials of the signage and temporary fencing shall be reviewed by the Design Review Board prior to commencement of use.

**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 defense thereof.

ATTACHMENT NO. 6.3



# City of Huntington Beach

2000 MAIN STREET

CALIFORNIA 92648

## DEPARTMENT OF PLANNING AND BUILDING

[www.huntingtonbeachca.gov](http://www.huntingtonbeachca.gov)

Planning Division

714.536.5271

Building Division

714.536.5241

August 10, 2012

Drew Alcazar  
5230 S. 39<sup>th</sup> Street  
Phoenix, AZ 85040

**SUBJECT: COASTAL DEVELOPMENT PERMIT NO. 12-05 (RUSSO AND STEELE AUTO AUCTION) – 21101 PACIFIC COAST HIGHWAY PROJECT IMPLEMENTATION CODE REQUIREMENTS**

Dear Applicant,

In order to assist you with your development proposal, staff has reviewed the project and identified applicable city policies, standard plans, and development and use requirements, excerpted from the City of Huntington Beach Zoning & Subdivision Ordinance and Municipal Codes. This list is intended to help you through the permitting process and various stages of project implementation.

It should be noted that this requirement list is in addition to any "conditions of approval" adopted by the Zoning Administrator. Please note that if the design of your project or site conditions change, the list may also change.

If you would like a clarification of any of these requirements, an explanation of the Huntington Beach Zoning & Subdivision Ordinance and Municipal Codes, or believe some of the items listed do not apply to your project, and/or you would like to discuss them in further detail, please contact me at [jarabe@surfcity-hb.org](mailto:jarabe@surfcity-hb.org) or 714-374-5357 and/or the respective source department (contact person below).

Sincerely,

Jill Arabe  
Assistant Planner

Enclosure

cc: Khoa Duong, Building Division – 714-872-6123  
Joe Morelli, Fire Department – 714-536-5531  
Josh McDonald, Public Works – 714-536-5509  
Project File



## CITY OF HUNTINGTON BEACH BUILDING DIVISION

### PROJECT IMPLEMENTATION CODE REQUIREMENTS

**DATE:** May 30, 2012

**PROJECT NAME:** Russo & Steele Auto Auction

**ENTITLEMENTS:** Coastal Development Permit No. 12-05/Design Review No. 12-06/Environmental Assessment No. 12-05

**PROJECT LOCATION:** 21101 Pacific Coast Highway, 92648 (oceanside of PCH, south of Huntington Street)

**PROJECT PLANNER:** Jill Arabe, Assistant Planner

**PLAN REVIEWER:** Khoa Duong

**TELEPHONE/E-MAIL:** (714) 872-6123

**PROJECT DESCRIPTION:** To permit a temporary event for an automobile auction between June 20-23, 2013, for up to five years within the beach parking lot between Huntington Street and the pedestrian overpass (south of Twin Dolphin Drive). Setup and takedown for the event will occur between June 17-19 and June 24-27, respectively. The project will include a 30,000 sq. ft. auction tent, approximately 40 (10'x10') canopies, two (40'x40') canopies, temporary fencing around the event area, and alcohol service within the auction tent. The request includes a shuttle program to four remote parking lots for the event and the temporary replacement of 588 parking spaces during the event.

---

The following is a list of code requirements deemed applicable to the proposed project based on plans received and dated April 24, 2012. The list is intended to assist the applicant by identifying requirements which must be satisfied during the various stages of project permitting and implementation. A list of conditions of approval adopted by the Zoning Administrator in conjunction with the requested entitlement(s), if any, will also be provided upon final project approval. If you have any questions regarding these requirements, please contact the Plan Reviewer.

---

- **SPECIAL CONDITIONS:**
  - None
- **CODE ISSUES BASED ON PLANS & DRAWINGS SUBMITTED:**
  - Provide accessible paths of travel from public sidewalk to the tent. The accessible paths of travel shall have a maximum slope of 5%; and cross slope of 2%.
  - The area under the tent shall comply with Section 1124B of the 2010 California Building Code.
  - Food Court, Bar and Bidder Bar must be accessible to disabled persons. The top of counters shall be located between 28" and 34" above the finish floor.
  - Restrooms must be accessible to disabled persons. Section 1115B of the 2010 California Building Code.
- **COMMENTS:**

Planning and Building Department encourage the use of pre submittal zoning applications and building plan check meetings.



## HUNTINGTON BEACH FIRE DEPARTMENT

### PROJECT IMPLEMENTATION CODE REQUIREMENTS

**DATE:** June 6, 2012

**PROJECT NAME:** Russo & Steele Auto Auction

**ENTITLEMENTS:** Coastal Development Permit No. 12-05/Design Review No. 12-06/Environmental Assessment No. 12-05

**PROJECT LOCATION:** 21101 Pacific Coast Highway, 92648 (ocean side of PCH, south of Huntington Street)

**PROJECT PLANNER:** Jill Arabe, Assistant Planner

**PLAN REVIEWER:** Joe Morelli, Fire Protection Analyst

**TELEPHONE/E-MAIL:** (714) 536-5531, [Joe.Morelli@surfcity-hb.org](mailto:Joe.Morelli@surfcity-hb.org)

**PROJECT DESCRIPTION:** To permit a temporary event for an automobile auction between June 20-23, 2013, for up to five years within the beach parking lot between Huntington Street and the pedestrian overpass (south of Twin Dolphin Drive). Setup and takedown for the event will occur between June 17-19 and June 24-27, respectively. The project will include a 30,000 sq. ft. auction tent, approximately 40 (10'x10') canopies, two (40'x40') canopies, temporary fencing around the event area, and alcohol service within the auction tent. The request includes a shuttle program to four remote parking lots for the event and the temporary replacement of 588 parking spaces during the event.

---

The following is a list of code requirements deemed applicable to the proposed project based on plans received and dated April 24, 2012 (plan attached for reference). The list is intended to assist the applicant by identifying requirements which must be satisfied during the various stages of project permitting and implementation. A list of conditions of approval adopted by the Zoning Administrator in conjunction with the requested entitlement(s), if any, will also be provided upon final project approval. If you have any questions regarding these requirements, please contact the Plan Reviewer.

---

#### Specific Events

a. **Fire Code Permit** required. A Huntington Beach Fire Department "Fire Code Permit" is required per Huntington Beach Fire Code Section 105.1.1 for the following:

- Carnivals and Fairs.
- Temporary membrane structures, tents and canopies.
- Places of Assembly.

For Fire Department plan approval, reference on the plans that the above permits will be obtained in compliance with Huntington Beach Fire Code Section 105.1.1. (FD)

- b. ***Tents, Canopies and Membrane Structures*** shall be installed, spaced, placed, grouped, and fabricated in compliance with City Specification # 432 – *Standards for Tents, Canopies and Temporary Membrane Structures (please see attached)*. Fire Department Permits may be required for special events. For Fire Department approval, reference and demonstrate compliance with City Specification # 432 – *Standards for Tents, Canopies and Temporary Membrane Structures* on the plans. (FD)
- c. See the requirements contained in the attached document titled "Safety Regulations for Vendors at Temporary Events." The Fire Prevention Inspector or other Huntington Beach Fire Code Official may have additional requirements, depending upon actual site conditions.

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Fire Department City Specifications may be obtained at:  
Huntington Beach Fire Department Administrative Office  
City Hall 2000 Main Street, 5<sup>th</sup> floor  
Huntington Beach, CA 92648  
or through the City's website at [www.surfcity-hb.org](http://www.surfcity-hb.org)

If you have any questions, please contact the Fire Prevention Division at (714) 536-5411.

S:\Prevention\1-Development\1-Planning Department - Planning Applications, CUP's\A - 1-12-2008 CUP Commercial.doc

# HUNTINGTON BEACH FIRE DEPARTMENT



## Safety Regulations for Vendors at Temporary Events

The Huntington Beach Fire Department wants to ensure and maintain safety during the temporary event. Please help us in accomplishing this by following these regulations during the set-up and take-down of your booths.

- There must be no obstruction of designated fire lanes and fire hydrants.
- Set up of your booth shall be in the areas delineated by the red dots painted on the pavement, if so marked. No part of your booth shall extend beyond these red dots.
- For Surf City Nights, vehicles are not allowed to leave the event prior to 9:00 p.m.
- During take-down of your booth, double parking will not be allowed. Vehicles should not be left unattended.
- Booths which have cooking shall comply with the following additional requirements:
  - Maintain a 4A:40BC or Type K fire extinguisher within the tent at all times. The extinguisher must have been serviced and tagged within the last 12 months.
  - All cooking devices, whether electric or gas fired, must maintain 3 feet clearance to any tent walls or curtains.
  - All cooking tents, including side and curtains, are required to be certified as flame retardant by the State Fire Marshal, and bear the State Fire Marshal logo and approval on the tent.

If you have any questions, please contact the Huntington Beach Fire Department at (714) 536-5411. Thank you for your cooperation.

FD140 (12/10) FP  
S:\Prevention\Forms\FD140 Safety Regulations for Vendors.doc

# City Specification

# No. 432

Reference to HBFC Chapter 5, 10 & 24  
& (CCR) Title 19

## Huntington Beach Fire Department

### Standards for Tents, Canopies and Temporary Membrane Structures

Tents, canopies and temporary membrane structures meeting the specifications indicated herein shall be in accordance with California Code of Regulations (CCR) Title 19. These provisions are regulated by the Huntington Beach Fire Code (HBFC). The Department of Planning and Building may have more stringent requirements than those contained herein.

The Huntington Beach Fire Department (HBFD) is the agency responsible for conducting compliance inspections prior to granting a Fire Department permit. It is the applicant's responsibility to follow the provisions contained herein prior to erecting tents, canopies and temporary membrane structures within the city of Huntington Beach.

#### DEFINITIONS

**Canopy** – A temporary structure, enclosure or shelter constructed of fabric or pliable materials supported in any manner other than by air or the contents it protects, which is open, without side walls, or drops on 75% or more of the perimeter.

**Portable Shelter** (herein referred to as a shelter) – Includes tents not exceeding 200 square feet, canopies not exceeding 400 square feet, and other enclosures or temporary membrane structures which are not subject to compliance with HBFC Chapter 24.

**Temporary Structure** – Any enclosure or shelter constructed of materials as described in the HBFC and erected for a period of less than 180 days.

**Tent** – Any temporary structure, enclosure or shelter constructed of fabric or pliable material supported in any manner other than by air or the contents it protects.

#### REQUIREMENTS *(Refer to HBFC Chapter 24 for additional information)*

##### 1. PERMITS AND PLOT PLANS – APPLICATION AND APPROVAL

- 1.1 Applicants requesting to erect a tent, canopy or temporary membrane structure on private property shall contact the Department of Planning and Building at (714) 536-5271 for City approval prior to applying for a Fire Department permit (herein referred to as a permit).

**Standards for Tents, Canopies and Temporary Membrane Structures**

- 1.2 Prior to applying for a Fire Department permit, applicants requesting to erect a tent, canopy or temporary membrane structure on City property shall contact the Community Services Department at (714) 536-5486 for City approval (Specific Event Permit). This includes a review by the Specific Events Committee, which is comprised of representatives of various City departments, including the Fire Department. Through this process, the overall conditions of approval for an event are established. In order to apply for a Specific Event Permit, contact the Community Services Department.
- 1.3 Once the City grants approval, a permit shall be obtained and approved for tents, canopies and temporary membrane structures, when required. Tents exceeding 200 square feet and canopies exceeding 400 square feet require a Temporary Membrane Structures, Tents and Canopies permit. The Fire Department's phone number is (714) 536-5411.
- 1.4 At the time of application, submit for review a set of plot plans, including the perimeter and area of the tent or canopy, entrances and exits, fire extinguishing appliances, required signage (i.e., No Smoking, Fire Extinguishers, Exit, etc.) locations within the tent, and features within a 50 foot radius of the tent.
- 1.5 Once a permit is approved and received by the applicant, it shall be retained in a conspicuous location within the tent or canopy unless otherwise directed.

**2. PERMITS – WHEN REQUIRED**

- 2.1 Tents exceeding 200 square feet and canopies exceeding 400 square feet require a Temporary Membrane Structures, Tents and Canopies permit.
- 2.2 The maximum length of tent allowed, without side exits, is 200 linear feet and must be approved on a case-by-case basis. Exits should be spaced around the perimeter of the tent such that all points within the tent are 100 feet or less from an exit.
- 2.3 These standards shall apply to any temporary membrane structure, tent or canopy in accordance with *HBFC Chapter 24, Tents, Canopies and Other Membrane Structures*.
- 2.4 Temporary membrane structures, tents and canopies shall be used for a period of not more than 180 days within any 12-month period at a single facility if permitted by the Huntington Beach Planning Official or Community Services Director. A tent or temporary membrane structure having an area in excess of 200 square feet, or any attached canopies with an aggregate area in excess of 400 square feet, may be required to have an inspection for approval. Permits and approval shall be in accordance with requirements of the Fire Marshal.

**Standards for Tents, Canopies and Temporary Membrane Structures****3. ACCESS, LOCATION AND PARKING** *(Refer to HBFC Chapter 24 for additional information)*

- 3.1 Fire apparatus access shall be provided as outlined in HBFC Section 503. Access roads shall have an unobstructed width of not less than 24 feet with vertical clearance of 13 feet, 6 inches.
- 3.2 Tents, canopies or membrane structures shall not be located within 20 feet of lot lines, buildings, other tents, canopies, membrane structures, parked vehicles or internal combustion engines. For the purposes of determining required distances, support ropes and guy wires shall be considered as part of the temporary membrane structure, tent or canopy.

**EXCEPTION:** Separation distance between temporary membrane structures, tents and canopies not used for cooking is not required when the aggregate floor area does not exceed 15,000 square feet. Also, the Fire Marshal may approve tents located in or on permanent buildings provided such use does not constitute an undue hazard.

**4. MAXIMUM OCCUPANCY LOAD**

Occupant load requirements shall be in accordance with the provisions of *HBFC Chapter 10, Means of Egress*. Occupancy Load signs shall be placed in temporary structures where the occupancy load is 50 or more persons. A separate permit for tents, canopies and temporary membrane structures used for public assembly shall also be attained prior to occupation.

**5. SMOKING/OPEN FLAMES AND NO SMOKING SIGNS REQUIRED**

- 5.1 Smoking shall not be permitted in any temporary membrane structure, tent, canopy, or in any adjacent areas where hay, straw or any other combustible materials are stored or used unless expressly approved by the Fire Marshal.
- 5.2 A sufficient amount of "No Smoking" signs shall be placed within the structures. Approved "**NO SMOKING**" signs shall be conspicuously posted, including a sign placed within all tents and beneath all canopies and temporary membrane structures. A sign shall also be affixed to the exterior of the tent adjacent to the entrance access areas approximately 6-7 feet above the ground.

**6. MEANS OF EGRESS – EXITS** *(Refer to HBFC Chapter 10 & 24 for additional information)*

- 6.1 Exits shall be spaced at approximately equal intervals around the perimeter of the temporary membrane structures, tents and canopies, and shall be located such that all points are 100 feet or less from an exit.

## Standards for Tents, Canopies and Temporary Membrane Structures

6.2 Exits shall be provided in accordance with the following table:

**HBFC TABLE 2403.12.2  
MINIMUM NUMBER OF EXITS AND EXIT WIDTHS FOR  
TEMPORARY MEMBRANE STRUCTURES, TENTS AND CANOPIES**

Occupant Load	Minimum Number of Exits	Tent or Canopy Exit Opening Size	Air-supported Structure Exit Opening Size
10 to 199	2	72 in.	36 in.
200 to 499	3	72 in.	72 in.
500 to 999	4	96 in.	72 in.
1,000 to 1,999	5	120 in.	96 in.
2,000 to 2,999	6	120 in.	96 in.
Over 3,000	7	120 in.	96 in.

6.3 Exit openings from tents shall remain open unless covered by a flame-resistant curtain as follows:

- Curtains shall be free sliding on a metal support. The support shall be a minimum of 80 inches above the floor level at the exit. Curtains shall be arranged that when open, no part of the curtains obstruct the exit.
- Curtains shall be of a color(s) that contrast with the color of the tent.

6.4 **Separation of Exits** – Where two (2) or more exits are required, at least two (2) of the exits shall be placed a distance apart equal to, but not less than ½ of the length of the area served, measured in a straight line between the center of such exits. Additional exits shall be arranged a reasonable distance apart so that if one becomes blocked, the others will be available.

### 7. EXIT DOORS

Exit doors shall swing in the direction of exit travel. To avoid hazardous pressure loss from air-supported structures, such doors shall be automatic closing against operating pressures. Opening force at the door edge shall be in accordance with *CCR Title 19, Public Assembly Use*.

### 8. MAINTENANCE OF MEANS OF EGRESS

- 8.1 The required width of exits, aisles and passageways shall be maintained at all times to a public way.
- 8.2 Guy wires, guy ropes and other support members shall not cross a means of egress at a height of less than 8 feet.

**Standards for Tents, Canopies and Temporary Membrane Structures****9. EXIT ILLUMINATION AND SIGNAGE**

- 9.1 Exit signs shall be installed at required exit doorways and where otherwise necessary to clearly indicate the direction of egress when the exit serves an occupant load of 50 or more.
- 9.2 Means of egress shall be illuminated with light having an intensity of not less than a 1 foot candle at floor level while the structure is occupied. Fixtures required for means of egress illumination shall be supplied from a separate circuit or source of power.
- 9.3 Exit signs shall be of an approved self-luminous type, or shall be internally or externally illuminated by luminaires supplied in the following manner:
- Two (2) separate circuits, one of which shall be separate from all other circuits, for occupant loads of 300 or less.
  - Two (2) separate sources of power, one of which shall be an approved emergency system, shall be provided when the occupant load exceeds 300. Emergency systems shall be supplied from storage batteries or from the on-site generator set. In addition, the system shall be installed in accordance with the California Electrical Code.

**10. AISLE SPACING AND SEATING ARRANGEMENTS** *(Refer to HBFC Chapter 10 for additional information)***11. STRUCTURAL STABILITY**

Temporary membrane structures, tents, canopies, and their appurtenances shall be adequately braced and anchored to prevent weather-related collapse. Documentation of structural stability shall be furnished to the Fire Code Official, upon request.

**12. FLAME RETARDANT STANDARDS**

- 12.1 The fabric of the tent shall be fire resistant and approved by the Office of the California State Fire Marshal.
- 12.2 Side walls, drops and tops of temporary membrane structures, tents and canopies shall be composed of flame-resistant material, or shall be treated with a flame retardant in an approved manner. All of the above components must bear the seal of the California State Fire Marshal indicating approved flame retardant certification. Floor coverings, bunting, combustible decorative materials and effects, including sawdust when used on floors or passageways, shall be composed of flame-resistant material or shall be treated with a flame retardant in an approved manner.
- 12.3 The grounds outside and adjacent to or within 30 feet of temporary membrane structures, tents and canopies shall be kept free and clear of combustible

**Standards for Tents, Canopies and Temporary Membrane Structures**

wastes, including dumpsters. Such wastes shall be stored in approved containers until removed from the premises.

- 12.4 Temporary membrane structures, tents and canopies shall have a permanently affixed label bearing the following information:
- Identification of temporary membrane structure, tent or canopy, size and fabric, or material type.
    - For flame-resistant materials, necessary information to determine compliance with this standard.
    - For flame-retardant treated materials, the date that the temporary structure, tent, canopy and other combustible materials were last treated with an approved flame retardant.
  - The trade name and type of flame retardant utilized in the flame-retardant treatment.
  - The name(s) of the person(s) and firm that applied the flame retardant.

**13. FLAMMABLE OR COMBUSTIBLE LIQUIDS & LIQUEFIED PETROLEUM GASSES (LPG)**

- 13.1 Flammable liquid fuel equipment shall not be used in temporary membrane structures, tents or canopies.
- EXCEPTION:** Liquid and gas-fueled vehicles and equipment used for display, competition or demonstration may be permitted when specifically approved by HBFD and compliant with *HBFC Chapter 24*. An additional permit for Liquid or Gas Fueled Vehicles or Equipment in Assembly Buildings shall also be obtained.
- 13.2 Flammable and combustible liquids shall be stored outside, in an approved manner, not less than 50 feet from temporary membrane structures, tents or canopies.
- 13.3 LP-Gas containers shall be located outside and in accordance with *HBFC Chapter 38, Liquefied Petroleum Gasses, Table 3804.3*. Safety release valves shall be pointed away from temporary membrane structures, tents or canopies.
- 13.4 Propane cylinders may not be located inside or too close to the fabric of the tent.
- 13.5 Refueling shall be performed in an approved location not less than 20 feet from temporary membrane structures, tents or canopies.

**14. FIRE PROTECTION APPLIANCES INCLUDING PORTABLE FIRE EXTINGUISHERS**

- 14.1 Minimum fire extinguisher coverage shall be provided in every temporary membrane structure, tent or canopy as follows:

**Standards for Tents, Canopies and Temporary Membrane Structures**

- 200 to 3,000 square feet of floor area: one (1) or more 2A-10B:C fire extinguisher;
- Over 3,001 to 6,000 square feet of floor area: two (2) or more 2A-10B:C fire extinguishers;
- Each additional 3,000 square feet of floor area or fraction thereof: one (1) or more 2A-10B:C fire extinguishers.

14.2 At least one 40B:C type fire extinguisher shall be provided for each kitchen, mess hall, power generator or transformer, and at locations where flammable or combustible liquids are used, stored or dispensed.

14.3 Maximum travel distance to a fire extinguisher shall not be less than 75 feet from any point in the tent, canopy or temporary membrane structure, or less if required by the HBFC or Fire Marshal.

**15. HEATING AND COOKING REQUIREMENTS**

15.1 Cooking equipment is only permitted inside tents used exclusively for the cooking of food. No other uses such as public assembly, sales, displays, etc. are permitted.

**EXCEPTION:** The warming of food, cooking demonstrations, or similar activities where the equipment and operations involved do not present an ignition hazard, as approved by the Fire Marshal.

15.2 Cooking equipment used in cooking tents shall be vented to the outside air by approved means. Where vents or flues are used, all portions of the tent or canopy shall be no less than 12 inches from the fuel or vent. Solid fuel burning equipment shall be equipped with a spark arrestor having an opening not exceeding ¼ inch wire mesh.

15.3 Tents where cooking is performed shall be separated from other temporary membrane structures, other tents and canopies by a minimum of 20 feet.

15.4 Outdoor cooking that produces sparks or grease-laden vapors shall not be performed within 20 feet of a non-cooking temporary membrane structure, tent or canopy. All other cooking equipment shall be located a minimum of 10 feet from temporary membrane structures, tents and canopies.

15.5 Only comfort-type heating equipment is permitted. All fuel-fired comfort heating equipment shall be located on the exterior of the temporary membrane structure or tent with a minimum 10 feet away. Heated air shall be ducted from the equipment to the temporary membrane structure or tent. Separate fuel supplies that are in use for comfort-heating equipment shall be located a minimum of 20 feet from the temporary membrane structure or tent. Stored fuel shall be located a minimum of 50 feet from the tent.

**Standards for Tents, Canopies and Temporary Membrane Structures**

- 15.6 Heating and cooking equipment shall not be located within 10 feet of exits, exit pathways, tent or canopy fabric, or other combustible materials.
- 15.7 All cooking and heating equipment, tanks, piping, hoses, fittings, valves, tubing, and other related components shall be approved and in accordance with the California Mechanical Code.

**16. HOUSEKEEPING**

- 16.1 Combustible vegetation shall be removed from the area occupied by a temporary membrane structure, tent or canopy, and from areas within 30 feet of such a structure.
- 16.2 Hay, straw, trash bins, waste material, and similar combustible materials shall not be stored inside or within 30 feet of a temporary membrane structure, tent or canopy being used for cooking or public assembly.
- EXCEPTION:** Hay, straw and similar combustibles treated with a flame retardant in an approved manner.

**17. PORTABLE SHELTERS**

- 17.1 Generally, portable shelters do not require a Fire Department permit. However, each shelter or grouping of shelters must maintain a safe and reasonable minimum separation distance from buildings, fences, walls, property lines, and other shelters by not less than 44 inches when the area of the shelters exceeds the regulated tent size (200 square feet) and canopy size (400 square feet).
- In situations where clearances between shelters are less than 44 inches, the sum of the total area of shelters shall be considered as one contiguous shelter. Combined shelters without the required minimum separation distances are considered to be tents or canopies, subject to permits, and must meet permit conditions in compliance with this City Specification.
- 17.2 Where combined shelters are erected, the total shelter area may not exceed 5,000 square feet without including a minimum perimeter separation distance of at least 10 feet around the perimeter of the area served. Complex, combined shelter installations are subject to review and approval of the Fire Code Official on a case-by-case basis (See Exhibit 1).
- 17.3 Portable shelters are not required to bear the seal of the California State Fire Marshal indicating approved flame retardant certification. However, where regulated, combined portable shelters shall be of an approved construction type and approved by the HBFD.

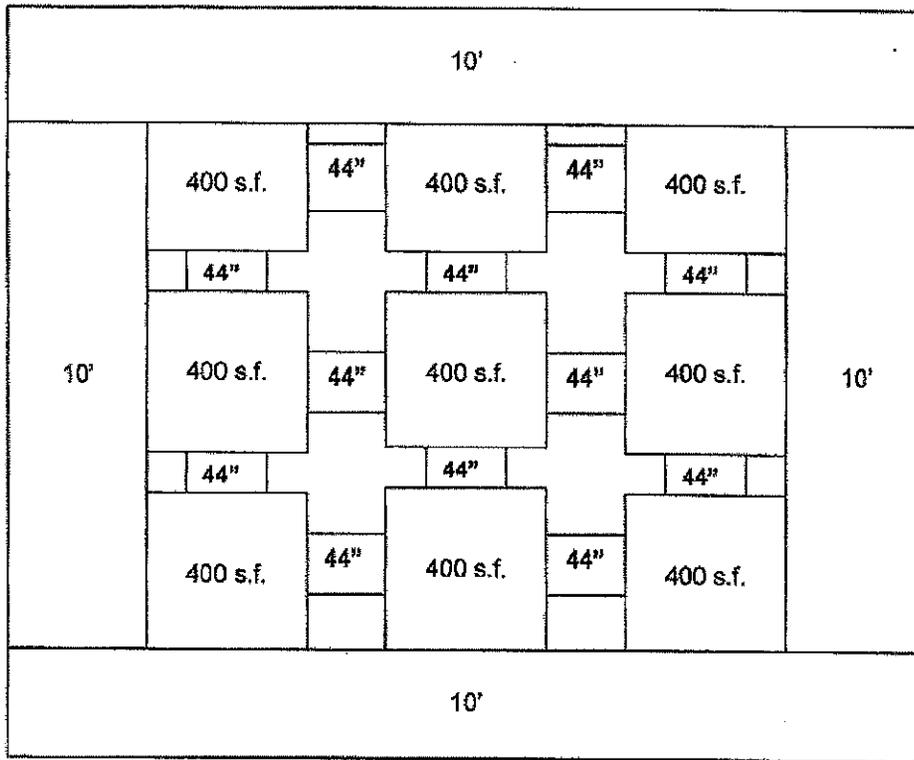
APPROVED: Original Signed DATE: October 8, 2010  
Patrick McIntosh, Fire Chief

**Standards for Tents, Canopies and Temporary Membrane Structures**

**EXHIBIT 1**

**Maximum Area Density For  
Combined Portable Shelter Groupings**

*Example of a Combined Portable Shelter Grouping*





## CITY OF HUNTINGTON BEACH

### PUBLIC WORKS INTERDEPARTMENTAL COMMUNICATION

#### PROJECT IMPLEMENTATION CODE REQUIREMENTS

**DATE:** 6/6/12  
**PROJECT NAME:** RUSSO & STEELE AUTO AUCTION  
**ENTITLEMENTS:** CUP 12-05, DR 12-05  
**PLNG APPLICATION NO:** 2012-0033  
**DATE OF PLANS:** 4/24/12  
**PROJECT LOCATION:** 21101 PCH  
**PROJECT PLANNER:** JILL ARABE, ASSISTANT PLANNER  
**TELEPHONE/E-MAIL:** 714-374-5357 / [JARABE@SURFCITY-HB.ORG](mailto:JARABE@SURFCITY-HB.ORG)  
**PLAN REVIEWER:** JOSH MCDONALD, CIVIL ENGINEERING ASSISTANT   
**TELEPHONE/E-MAIL:** 714-536-5509 / [JOSHUA.MCDONALD@SURFCITY-HB.ORG](mailto:JOSHUA.MCDONALD@SURFCITY-HB.ORG)  
**PROJECT DESCRIPTION:** TO PERMIT A TEMPORARY EVENT FOR AN AUTOMOBILE AUCTION BETWEEN JUNE 20-23, 2013, FOR UP TO FIVE YEARS WITHIN THE BEACH PARKING LOT BETWEEN HUNTINGTON STREET AND THE PEDESTRIAN OVERPASS (SOUTH OF TWIN DOLPHIN DRIVE). SETUP AND TAKEDOWN FOR THE EVENT WILL OCCUR BETWEEN JUNE 17-19 AND JUNE 24-27, RESPECTIVELY. THE PROJECT WILL INCLUDE A 30,000 SQ. FT. AUCTION TENT, APPROXIMATELY 40 (10'X10') CANOPIES, TWO (40'X40') CANOPIES, TEMPORARY FENCING AROUND THE EVENT AREA, AND ALCOHOL SERVICE WITHIN THE AUCTION TENT. THE REQUEST INCLUDES A SHUTTLE PROGRAM TO FOUR REMOTE PARKING LOTS FOR THE EVENT AND THE TEMPORARY REPLACEMENT OF 588 PARKING SPACES DURING THE EVENT.

#### General Comments from Transportation

1. With the exception of the City Hall visitor parking areas, parking at the City Hall lots require a parking permit from 8 am to 5 pm except on weekends and holidays. The parking spaces at City Hall would not be available on weekdays.
2. The project description does not indicate how the auctioned vehicles will be delivered to the site. This information should be provided to determine if any impacts will result on City streets when the vehicles are delivered.



## HUNTINGTON BEACH PLANNING DIVISION

### PROJECT IMPLEMENTATION CODE REQUIREMENTS

**DATE:** August 10, 2012

**PROJECT NAME:** Russo & Steele Auto Auction

**PLANNING APPLICATION NO.:** 12-071

**ENTITLEMENTS:** Coastal Development Permit No. 12-05

**DATE OF PLANS:** April 24, 2012

**PROJECT LOCATION:** 21101 Pacific Coast Highway, 92648 (ocean side of PCH, between Huntington St. and Beach Blvd.)

**PLAN REVIEWER:** Jill Arabe, Assistant Planner

**TELEPHONE/E-MAIL:** 714-374-5357 / jarabe@surfcity-hb.org

**PROJECT DESCRIPTION:** 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.

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The following is a list of code requirements deemed applicable to the proposed project based on plans stated above. The list is intended to assist the applicant by identifying requirements which must be satisfied during the various stages of project permitting and implementation. A list of conditions of approval adopted by the Zoning Administrator in conjunction with the requested entitlement(s), if any, will also be provided should final project approval be received. If you have any questions regarding these requirements, please contact the Plan Reviewer.

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#### **COASTAL DEVELOPMENT PERMIT NO. 12-05:**

1. The site plan, floor plans, and elevations approved by the Zoning Administrator shall be the conceptually approved design.
2. Coastal Development Permit No. 12-05 shall not become effective until the appeal period following the approval of the entitlement has elapsed. ((HBZSO Section 241.14))
3. The Zoning Administrator reserves the right to revoke Coastal Development Permit No. 12-05 pursuant to a public hearing for revocation, if any violation of the conditions of approval,

Huntington Beach Zoning and Subdivision Ordinance or Municipal Code occurs. **(HBZSO Section 241.16.D)**

4. The project shall comply with all applicable requirements of the Municipal Code, Building & Safety Department and Fire Department, as well as applicable local, State and Federal Fire Codes, Ordinances, and standards, except as noted herein. **(City Charter, Article V)**
5. Construction shall be limited to Monday – Saturday 7:00 AM to 8:00 PM. Construction shall be prohibited Sundays and Federal holidays. **(HBMC 8.40.090)**
6. The applicant shall submit a check in the amount of \$50.00 for the posting of the Notice of Exemption at the County of Orange Clerk's Office. The check shall be made out to the County of Orange and submitted to the Planning Division within two (2) days of the Zoning Administrator's approval of entitlements. **(California Code Section 15094)**
7. All permanent, temporary, or promotional signs shall conform to Chapter 233 of the HBZSO. Prior to installing any new signs, changing sign faces, or installing promotional signs, applicable permit(s) shall be obtained from the Planning Division. Violations of this ordinance requirement may result in permit revocation, recovery of code enforcement costs, and removal of installed signs. **(HBZSO Chapter 233)**

August 7, 2012

RECEIVED

AUG 13 2012

Dept. of Planning  
& Building

Planning & Building Dept.  
200 Main Street  
Huntington Beach, CA 92648

Re: Coastal Development Permit #12-05  
Russo & Steele Auto Auction

As residents & property owners of Huntington Beach, we would like to go on record to opposing an automobile auction to take place in the parking lot of our beaches. We can't believe you are willing to give up 588 parking spaces for our local people and visitors to a private venue.

Please do not approve this. Parking at our beaches is already a problem without an activity such as this would be.

Sincerely,



Dan & Marian Lucero  
522 - 17<sup>th</sup> Street  
Huntington Beach, CA 95935  
P.O. Box 244  
Dobbins, CA 95935

ATTACHMENT NO. B.1

Arabe, Jill

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**From:** Surf City Pipeline [noreply@user.govoutreach.com]  
**Sent:** Monday, September 17, 2012 8:01 AM  
**To:** Arabe, Jill  
**Subject:** Surf City Pipeline: You have been assigned a new Request #: 12324

**Request # 12324 from the Government Outreach System has been assigned to you by Judy Demers.**

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**Request type:** Problem  
**Request area:** Planning Commission - Comments on Agenda Items  
**Citizen name:** Sharon Petersen  
**Description:** September 2, 2012

Huntington Beach Planning Commission

Huntington Beach, CA

To: Planning Commission: RE: NO AUTO AUCTION

An auto auction in the beach parking lot in June?????  
What are you thinking? This is certainly not consistent with permitted use.

This is Huntington BEACH. The beach is our main tourist attraction.  
We are designated SURF CITY. We are not "auto row."

People live here because we want to go TO THE BEACH

We want to PARK at the beach.... walk, swim and surf at the beach.

Tourists come to park and enjoy the BEACH. Families want to park nearby and carry things to and from the beach parking lot during the day.

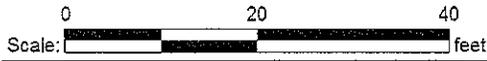
A shuttle service? You must be kidding. No one will use a shuttle.  
How do you transport beach umbrellas, firewood, ice chests, buckets and shovels and all the assorted paraphernalia families bring to the beach?  
Ridiculous to even consider. Do the planners ever visit the beach?

What right does any business (especially an outside business) have to come to our city and grab nearly 600 prime parking spaces right at peak time for summer tourists? No amount of money will make up for all the business lost because people simply go to another beach that is more convenient and has parking.

The HB beaches belong to us, the residents. We live here and we pay taxes. No one should be allowed to steal the use of nearly 600 parking spaces, especially in the summer. Have Russo find another venue.

For : Client's name or company...  
By : Your name or company...

Light Loss Factor: 1.00  
Number of Lamps 1  
Lamp Lumens 30000 lms  
Luminaire Watts : 250 W



Arrangement Magnification: 100 %

