

Avila Beach Resort Amendment to Existing Commercial Outdoor Entertainment License

ABR PROPERTY L.P. AND ABR ENTERPRISES L.P.
DBA AVILA BEACH RESORT



BACKGROUND: 1967

Avila Beach Resort was established and built in 1967 as a commercial recreation resort

It was then and remains part of an 1,100 ac resort/residential rental development which includes a variety of existing and allowed Recreation Uses including hotels, conference facilities, restaurants, tennis, golf, and other activities normally associated with a resort, including, banquets, weddings and entertainment.

When the 1967 Use Permit for the commercial recreation resort was approved, it established the Commercial Resort / Recreational Uses under the “U” land use designation (prior to present day Recreation (R) zoning).

The subject property operated under the 1967 Use Permit (master plan) and “U” land use designation for more than 12 years.



BACKGROUND: 1981

The 1967 Master Plan was revised in 1981 with the County's adopting the San Luis Bay Estates Master Plan into the General Plan.

The 1981 Master Plan retained the focus of the ABR property on recreational uses and added residential ownership as an allowed use.

The 1981 Master Plan and numerous subsequent amendments to it, retain and emphasize the Recreation and existing "Visitor Serving" uses (V) as priority uses.

Today the Area Plan Standards continue to give priority to the recreation and visitor serving uses, including Temporary Events.



Area Plan Standard

RECREATION:

The following standards apply only to lands within the Recreation land use category.

- Limitation on Use.** Principal permitted uses are limited to: eating and drinking places (not including drive-in restaurants, fast food and refreshment stands); food and beverage retail sales (limited to tourist-oriented supplies); and hotels and motels. Non-principal permitted uses are limited to: amusement and recreational services; coastal accessways; rural sports and group facilities (excluding equestrian exhibition facilities); participant sports and active recreation; temporary events; caretaker residence; public safety facilities; accessory storage; pipelines and power transmission; and water wells and impoundment. (This is a visitor-serving priority area.)
- Floodplains.** Existing natural floodplain areas are to be preserved in their natural state.
- Location Criteria.** Active recreation uses are to be confined to the area of the existing 18-hole golf course, tennis facilities and hotel.
- Trails.** New residential and commercial development is to be accompanied by construction of trails adjacent to San Luis Obispo Creek connecting the Avila Valley and Avila Beach recreation areas.

Circa 1992 – 1994



BACKGROUND: 2000 - 2006

2000 Unocal Avila Beach Cleanup Project EIR

- The Avila Beach Resorts business, including events, was identified, quantified and received consideration within the Unocal EIR and the project mitigations.

Settlement Agreement with Unocal

- Included contribution of up to ½ cost of the stage
- Required contract with Symphony for on-going event activities

2006 County Parks and Recreation Element

- The County identified the existing Recreational uses (including concerts) at ABR in the update of the Parks Master Plan.
- The County took "credit" for these private recreational activities within the Parks plan, adopted Dec 19, 2006.



Long Standing History of Events

Over 400 music events and 600 world-renowned entertainers over decades

KCBX Central Coast Wine Classic

The John Madden Classic

Hospice Beer And Blues By The Sea, now Tequila Festival

Jazz By The Sea

San Luis Symphony Pops By The Sea

Cal Poly Fundraisers (E.G. Mike Krukow, Engineering, Agriculture)

San Luis Obispo Viticulture events

High school special events and graduation parties

50-70 weddings per year

Holiday parties and events

Corporate events

City to the Sea and others

Concourse, Vintage autos

Outdoor recreational & adventure activities

Capps & other political fundraisers/concerts

CURRENT DAY

ABR continues to be a visitor serving business including a diversity of activities and operations

Resort activities including golf, food & beverage service, weddings, banquets, company parties, tournaments, fundraisers and commercial entertainment.

Commercial recreation activities now in use for nearly 50 years.



Request:

Amend Existing Entertainment License

- **2004 BOS gave general approval for non-profit activities over 3,000 attendees occurring at the ABR Property**

Supervisor Pinard: addresses the issue further and what she believes needs to occur today.

The Clerk restates the motion indicating that her understanding is that this is **specific to Avila Beach Resort property and the non-profit applications associated with it**, with Supervisor Pinard concurring.

Matter is further discussed and thereafter, on motion of Supervisor Pinard, seconded by Supervisor Achadjian and on the following roll call vote:

AYES: Supervisors Pinard, Achadjian, Bianchi

NOES: Supervisors Ryan, Chairperson Ovitt

ABSENT: None

the Board directs that staff give general approval, without bringing them back to the Board, of any other applications that come in between now and the time that the ordinance comes back to the Board for any changes, as it relates to non-profit groups using the Avila Beach Resort property.

Supervisor Pinard: I would like to thank the Board for their support and for their approval of the motion.

Request:

Amend Existing Entertainment License to Include For-Profit Ticketed Events

Eight outdoor for-profit music or similar ticketed events

- 3,000 – 5,000 Attendees
- Generally occurring between 10:00 am and 10:00 pm
- Three of the Eight may be up to three day outdoor festivals
- *Up to 14 event days a year*

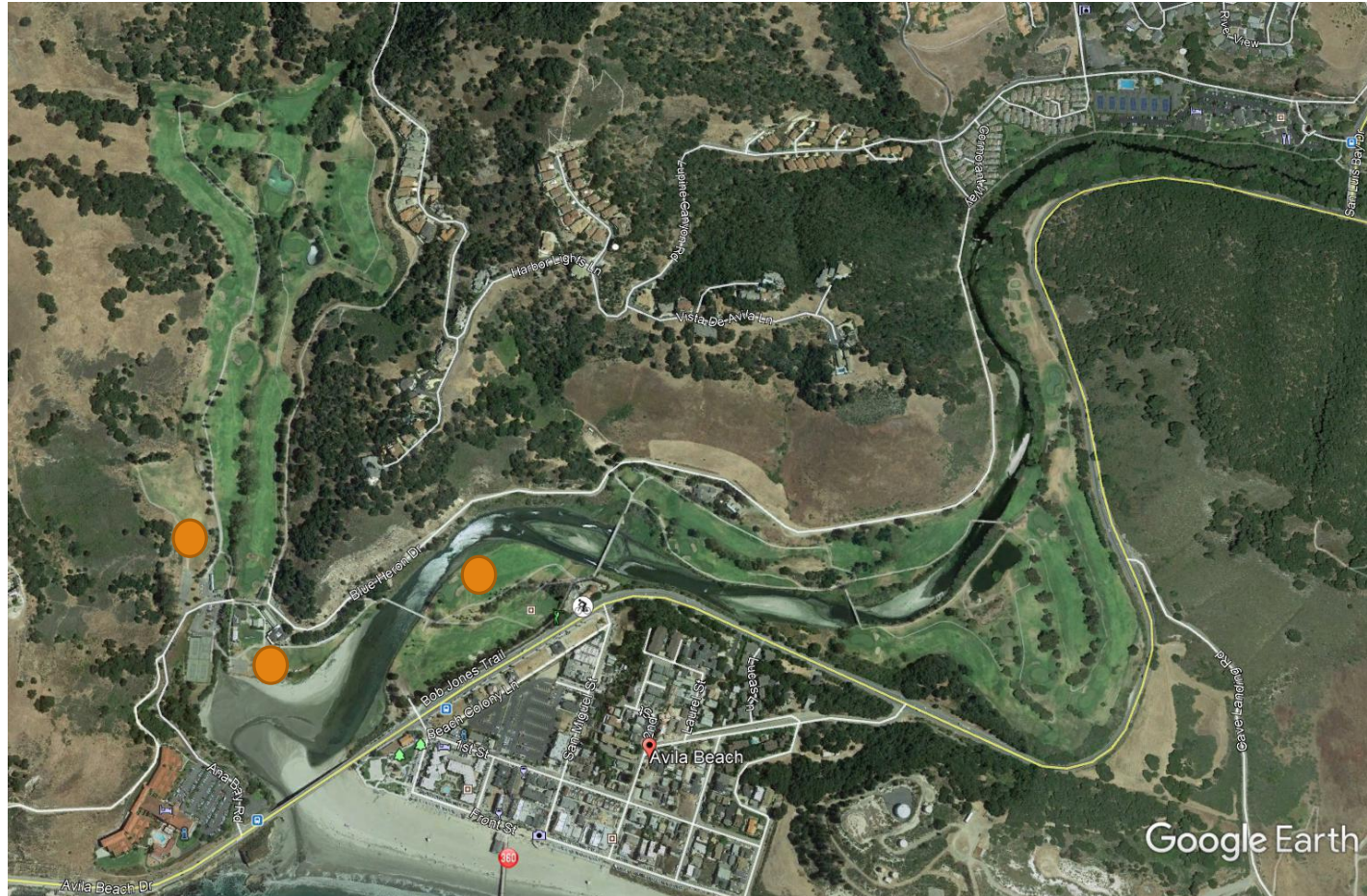
Activities occur between March and November

These are existing activities currently occurring on the site having the potential to grow beyond 3,000 attendees.



Event Areas

- Cove
- Peninsula
- Driving Range



LEGEND

-  FIRE EXTINGUISHER
-  VENDOR AREA
-  SPEAKER
-  LIGHTING
-  ENTRANCE/SECURITY
-  FOOD/BEVERAGE
-  RESTROOMS
-  WATER STATION
-  FIRST AID
-  ADA ACCESS



The Cove
Typical Overall Schematic
Event Layout

**Note: Typical event layout may change from time to time.*

THE COVE

LEGEND

-  FIRE EXTINGUISHER
-  VENDOR AREA
-  TRASH/RECYCLE
-  SPEAKER
-  LIGHTING
-  FIRST AID
-  AMBULANCE
-  SECURITY/ENTRY
-  RESTROOMS



The Peninsula
 Typical Overall Schematic Event
 Layout

*Note: Typical event layout may change from time to time.

LEGEND

-  FIRE EXTINGUISHER
-  VENDOR AREA
-  FOOD/BEVERAGE
-  WATER STATION
-  SPEAKER
-  LIGHTING
-  FIRST AID
-  AMBULANCE
-  SECURITY/ENTRY
-  RESTROOMS

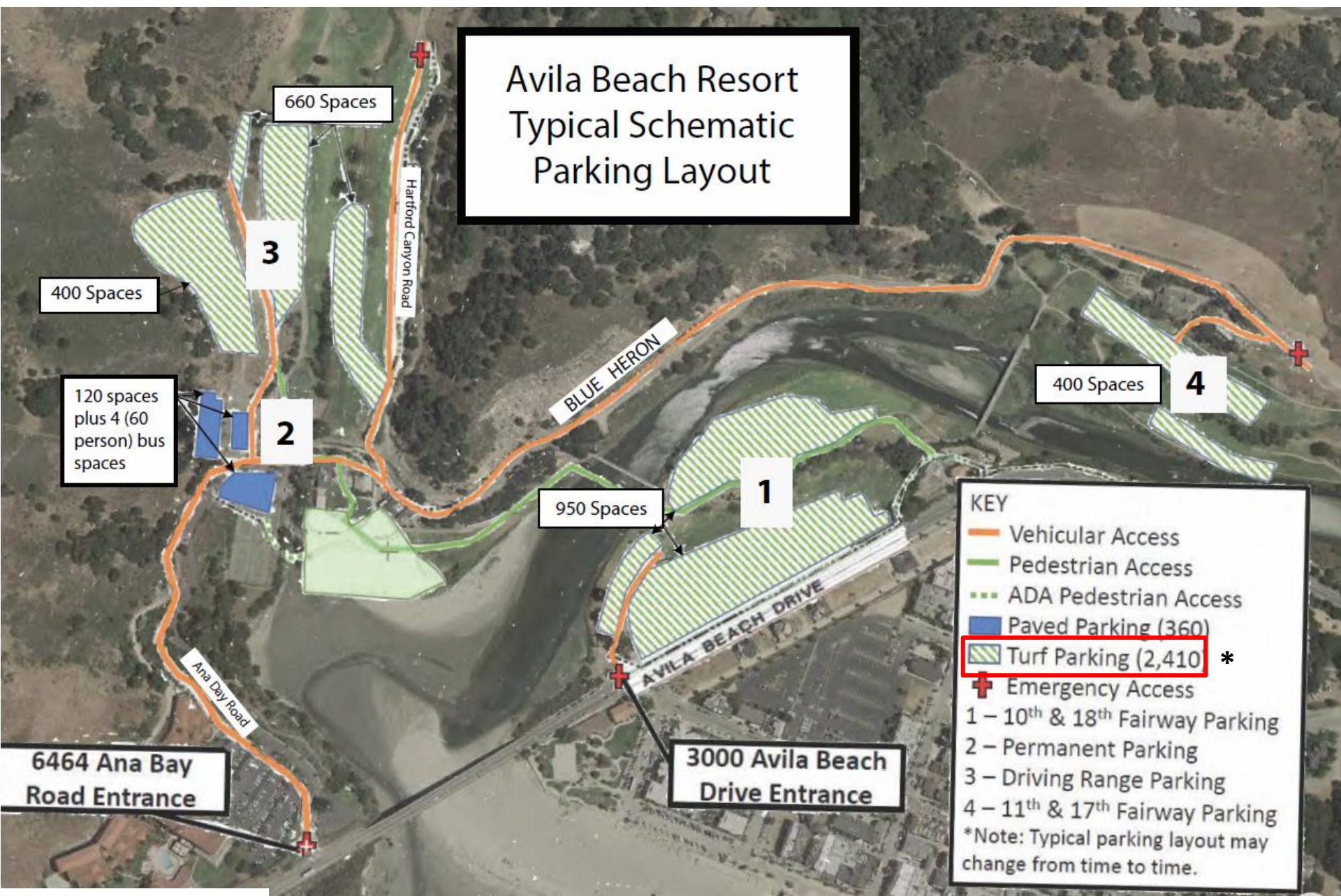


The Range Typical Overall Schematic Event Layout

*Note: Typical event layout may change from time to time.

DRIVING RANGE

Avila Beach Resort Typical Schematic Parking Layout



660 Spaces

3

400 Spaces

120 spaces plus 4 (60 person) bus spaces

2

950 Spaces

1

400 Spaces

4

6464 Ana Bay Road Entrance

3000 Avila Beach Drive Entrance

KEY

- Vehicular Access
- Pedestrian Access
- - - ADA Pedestrian Access
- Paved Parking (360)
- Turf Parking (2,410) *
- + Emergency Access

1 – 10th & 18th Fairway Parking
 2 – Permanent Parking
 3 – Driving Range Parking
 4 – 11th & 17th Fairway Parking

*Note: Typical parking layout may change from time to time.

PARKING

* Resort has more parking than town (1,771 spaces)

Open Space Easement

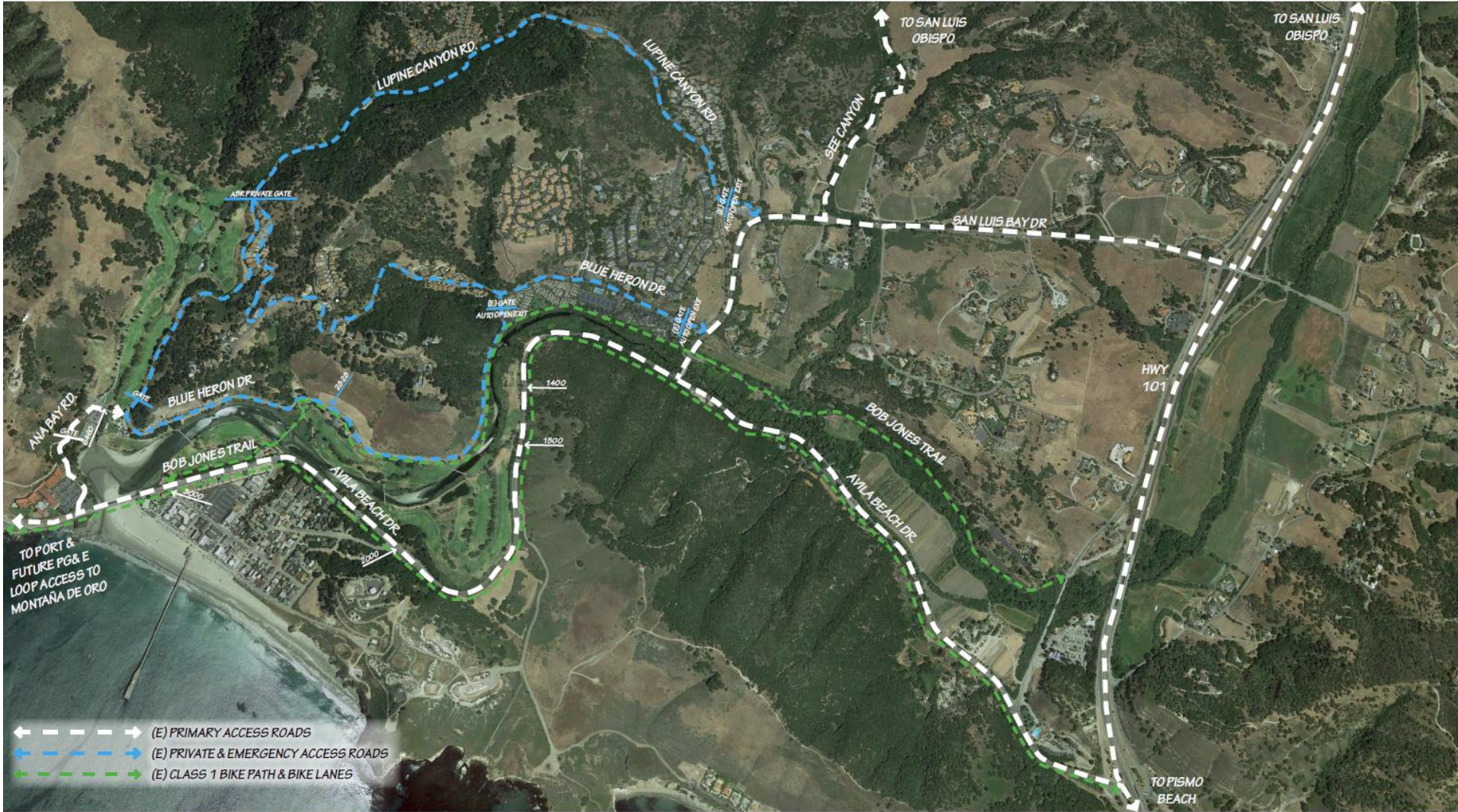
Temporary events and temporary parking **pre-date the Open Space Easement**

Special easement "reserving to the property owner" all rights to operate, modify and **utilize all of the golf resort property,** consistent with the Resort business and its various uses.

As with all **golf courses, outdoor, visitor serving activities (i.e. Concourse, events and temporary parking)** are usual, ordinary and **customary uses**

2004 License approved temporary parking on the open space easement

SECONDARY ACCESS



CAL FIRE



CAL FIRE **San Luis Obispo** **County Fire Department**

Robert Lewin, Fire Chief

RECEIVED AUG 11 2011

635 N. Santa Rosa • San Luis Obispo, CA 93405
Phone: 805-543-4244 • Fax: 805-543-4248
www.calfireslo.org

August 9, 2011

TO: Rossi Enterprises
750 Pismo St
San Luis Obispo, CA 93401

Our agency was recently contacted by the Avila Valley Advisory Committee regarding emergency access concerns relating to Blue Heron Drive. Blue Heron Drive is a documented emergency access road serving the entire Avila Valley; which means this roadway must not be blocked or impeded, year round, for all risk evacuation needs. After completing an investigation of the roadway concern; we will now require that Blue Heron Drive be designated as an emergency access road with parking allowed in designated parking areas only.

OPERATIONAL IMPROVEMENTS

Parking is now included in Admission and Experience Price

- Golf, concerts or festival
- Free parking for beach visitors
- **Significantly improved traffic flow and has eliminated stacking of vehicles on Avila Beach Drive**
- Reduced parking pressure and overall traffic in town

On-Going Traffic Control with CHP @ 3000 Avila Beach Drive

Designated UBER / Rideshare drop off points

- Parking Lot by Mulligans

Event Times Reduce Traffic Conflict

- Gates typically open after peak beach arrival times
 - Street parking and Port parking are already filled
- Activities are over after peak beach departure times



Employ Local Residents and Vendors

**30 – 65
ADDED Employees
Per Event**

Miller Security

SLO County Sheriffs

CHP

Tier 1 Medical Group

SLO Ambulance

Bill Gaines Audio

Otter Productions

Event Brite

Central Coast Tent and
Party

Firestone Brewery

Pacific Beverage

Got you Covered

Phresh Foods

Oasis Rentals

VIP Event Rentals

Hanson Advertising

John Patrick Images

Guerilla Gardening

Waste Management

Culligan Water

Glacier Ice

Mission Linens

Benefits to Avila Beach Businesses

Diversification of commercial activities is necessary to retain a year-round vibrant commercial core

Concerts compliment existing businesses in Avila Beach

Provide a temporary population to support commercial uses

- Especially on 'shoulder weekends'

Local businesses see substantial increase in business (revenue) before and after concerts



Coastal Policies

Recreation and Visitor Serving Facilities

The Coastal Act requires **that visitor-serving commercial recreation development have priority** over private residential, general industrial and general commercial development.

Coastal **recreational and visitor-serving facilities**, especially lower-cost facilities, **shall be protected**, encouraged and where feasible provided by both public and private means.

Removal or conversion of existing lower cost facilities and opportunities in areas designated with the "V" Visitor Serving Overlay in the LUE **shall be prohibited** unless the use will be replaced by a facility offering comparable visitor serving or recreational opportunities.

Continued event activities are consistent with on-going resort / visitor serving use of the property and the Coastal Act



Chapter 6 Compliance

Security

- Miller Security and Sheriff

Water

- Domestic Water and Water Stations Provided

Sanitation

- Mixture of Portable and Permanent Rest Rooms
- Zero Waste
 - Recycling Stations
 - Compost

Food Supply

- On-site Restaurant and Catering

Medical and First Aid

- San Luis Ambulance and Tier 1 Medical Group

Emergency Planning

- Emergency Planning Guide and Emergency Response Coordinator

Fire Prevention

- Cal Fire Inspections

Parking Plan

- Miller Security and CHP

VIDEO of September 2, 2018

Labor Day Weekend

- Doors opened at 4:30
- After town parking is at capacity

5,000 Tickets Sold

Traffic Counts at the Resort Driveways: 2,150 Vehicle Trips

- Ana Bay Drive (963) / 3000 entrance (1187)

Avila Beach Drive County Traffic Counts: 16,986 trips

Largest Event: 13% of the total traffic for the day

- Likely captured some non-event / beach traffic in the 3000 entrance trip counts

Avila Beach Golf Resort

September 2nd, 2018

Compared to Other Days

August 4th

- **Avila Beach Drive County Traffic Counts: 16,270**
- **No Events at ABR**

August 5th

- **Avila Beach Drive County Traffic Counts: 15,586**
- **No Events at ABR**

August 17th

- **Avila Beach Drive County Traffic Counts: 14,930**
- **Concert at ABR**

September 26th

- **Avila Beach Drive County Traffic Counts: 11,366**
- **Concert at ABR**

Conclusion

Requested License is intended to cover ‘organic’ growth of existing activities

- Unique application of the 6.56 requirements since this is an existing commercial resort with on-going commercial activities and improvements

Continue to Implement Strategies to Improve Operations

- Free Beach Parking on Event Days
- Reduces Traffic on Town Streets

Event Activities are Consistent with Local Coastal Policies for Low Cost Visitor Access to the Coast