



CITY OF NEWPORT BEACH PLANNING COMMISSION STAFF REPORT

April 23, 2026
Agenda Item No. 2

SUBJECT: Rogue Collective Event Space (PA2023-0103)
▪ Conditional Use Permit

SITE LOCATION: 828, 852, and 858 Production Place

APPLICANT: Matt Barnes

OWNER: Clark Eberhardt Production Place Holdings

PLANNER: Oscar Orozco, Associate Planner
949-633-3219, oorozco@newportbeachca.gov

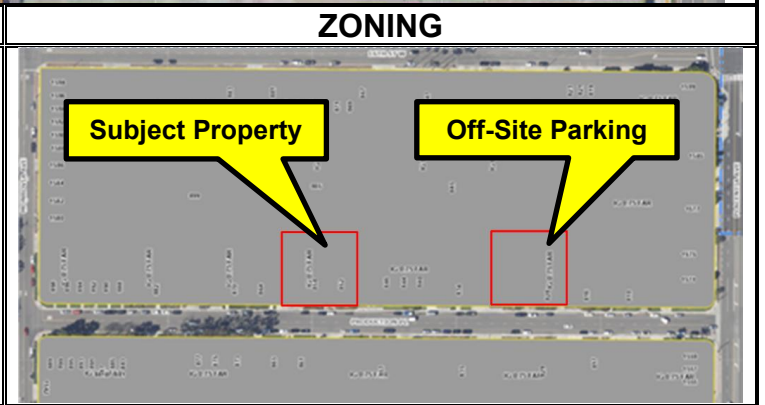
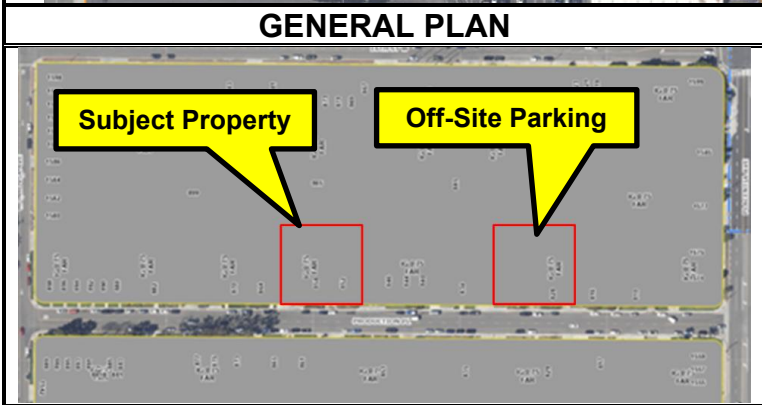
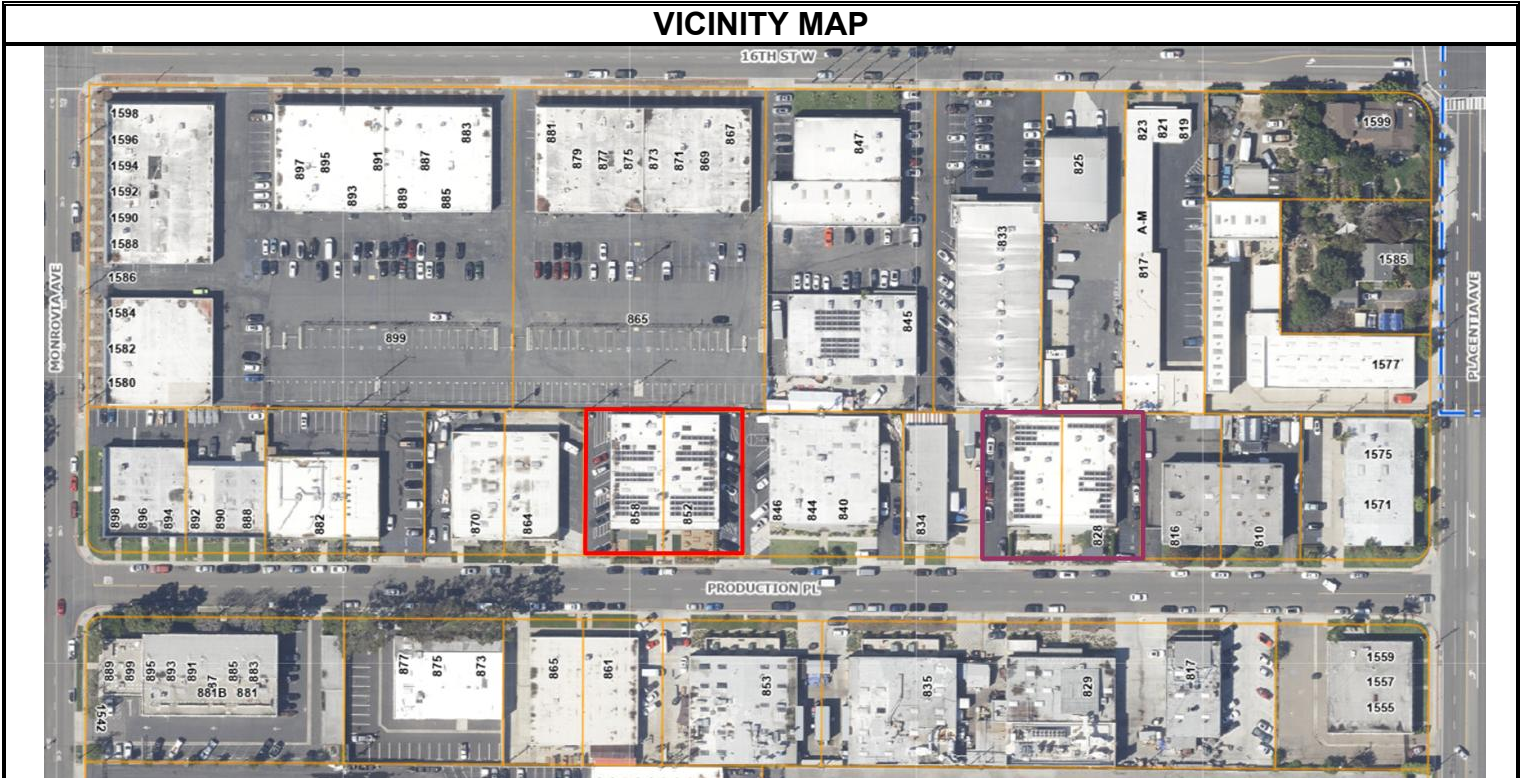
PROJECT SUMMARY

The applicant requests a Conditional Use Permit to use 750 square feet of an existing 10,000-square-foot professional office building for hosting commercial events (i.e., an assembly use). The proposed assembly use will host small- to medium-sized events including workshops, classes, networking functions, nonprofit fundraisers, corporate gatherings, and similar community-oriented activities. The Project includes a request to use five off-site parking spaces at 828 Production Place. These spaces will supplement the 17 on-site spaces available to event attendees and employees, ensuring adequate parking supply for the proposed assembly use.

RECOMMENDATION

- 1) Conduct a public hearing;
- 2) Find this project exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 under Class 1 (Existing Facilities) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential to have a significant effect on the environment; and
- 3) Adopt Resolution No. PC2026-013 approving the Conditional Use Permit filed as PA2023-0103 (Attachment No. PC 1).

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LOCATION	GENERAL PLAN	ZONING	CURRENT USE
ON-SITE	General Industrial (IG)	Industrial (IG)	Professional Office
NORTH	IG	IG	Industrial & Retail
SOUTH	IG	IG	Industrial
EAST	IG	IG	Retail
WEST	IG	IG	Industrial

INTRODUCTION

Project Setting

The subject properties at 852 and 858 Production Place consist of approximately 20,000 square feet and are under the same ownership (“Site”)¹. The Site abuts Production Place to the south and is surrounded by other commercial office uses, retail uses, and industrial uses to the east, north, and west. It is in the West Newport Mesa Area of Newport Beach and is categorized as General Industrial (IG) in the General Plan Land Use Element and zoned Industrial (IG). It is developed with a single-story office building totaling approximately 10,000 square feet. The building is occupied by a single tenant known as “Rogue Collective,” a membership based collaborative professional office workspace that was originally established at this location in 2022.

The Site includes a total of 17 parking spaces, all of which are accessed from Production Place. These spaces serve the existing professional office use and are also available for the Project.



Figure 1, Building Frontage

Project Description

The applicant requests to use 750 square feet of an existing 10,000-square-foot professional office building for hosting commercial events (i.e., an assembly use). As

¹ Pursuant to Section 20.70 (Definitions), a “site” is defined as a lot or adjoining lots under single ownership or single control, considered as a unit for the purposes of development or other use. The two properties comprise the primary project site.

outlined in the applicant's project description letter (Attachment No. PC 2), the Project would create an assembly/meeting facility space within the existing building to host small-to medium-sized events such as workshops, classes, networking functions, nonprofit fundraisers, corporate gatherings, and similar community-oriented activities. The proposed events may include occasional live entertainment and alcohol sales.

The building encompasses approximately 10,000 square feet; however, the Project will establish a clearly defined and enclosed event area within the larger structure. This configuration will restrict patron movement to the designated space and inherently limit the ability for the event area to expand beyond its approved boundaries. Rogue Collective staff will be present during all events to ensure attendees remain within the delineated area and comply with operational requirements. The layout of the sectioned-off spaces maintains all required paths of egress and continues to meet applicable Building and Fire Code standards for safe emergency evacuation. The proposed floor plan is included as Figure 2 on the following page.

The proposed hours of operation for the Project are between 5 p.m. to 11 p.m., Monday through Thursday, 5 p.m. to 12 a.m., on Friday, and 8 a.m. to 12 a.m., Saturday through Sunday. The Project includes minor construction activities to allow the proposed assembly/meeting facility use within the existing office building (Attachment No. PC 3). The primary use of the building for professional office uses would remain the same.

The Project also includes the use of five off-site parking spaces at 828 Production Place, as described in the proposed Parking Management Plan (Attachment No. PC 4). These off-site spaces would supplement the 17 on-site spaces available to event attendees and employees, ensuring adequate parking supply for the proposed assembly use.

Project implementation requires approval of a Conditional Use Permit (CUP) to allow the assembly/meeting facility use and to authorize off-site parking pursuant to Section 20.40.100 (Off-Site Parking) of the Newport Beach Municipal Code (NBMC).

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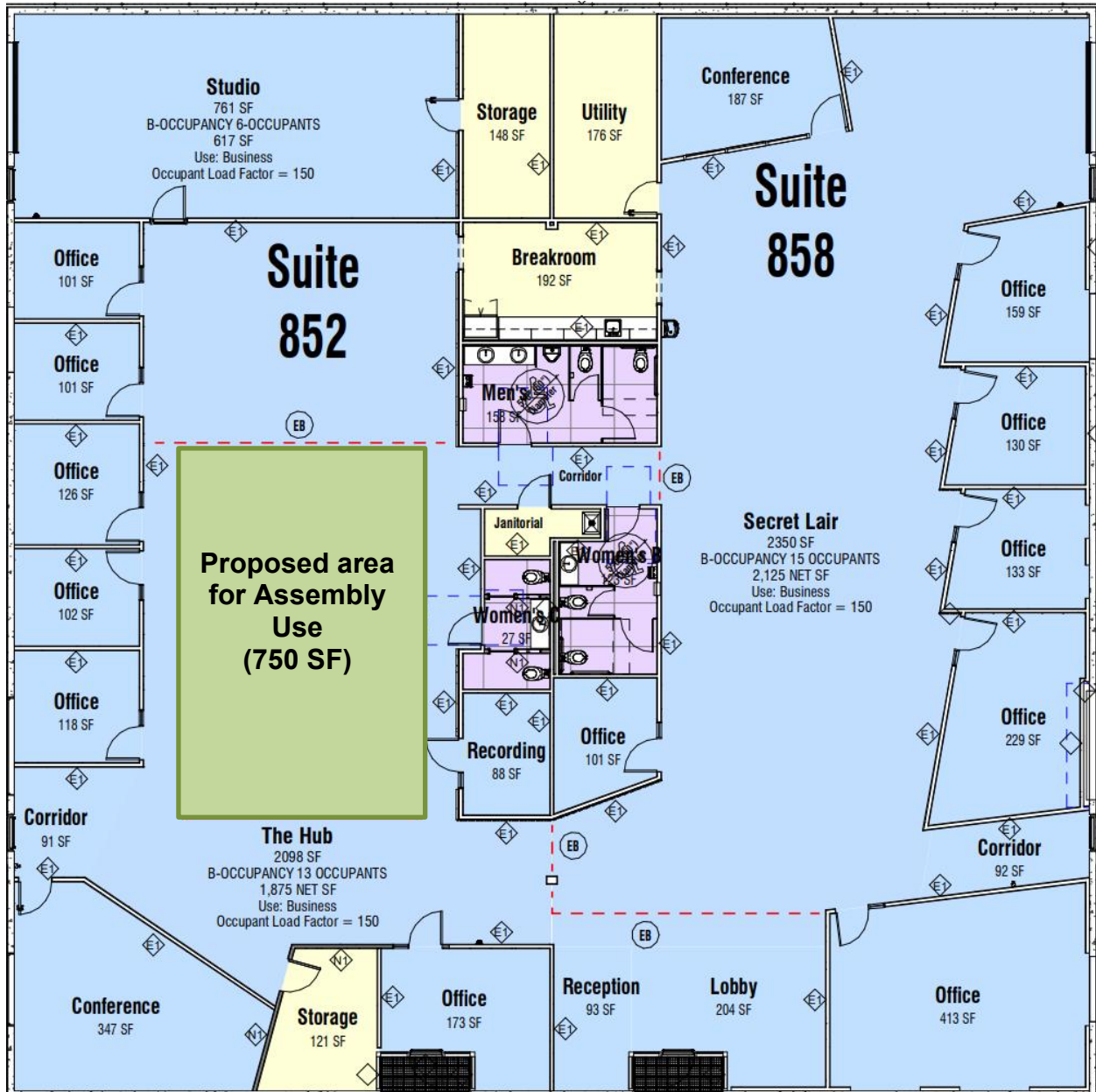


Figure 2, Proposed Floor Plan

DISCUSSION

Analysis

General Plan

The General Plan land use category for the Site is General Industrial (IG), which is intended to provide appropriate areas for a wide range of moderate to low intensity industrial uses (e.g., light manufacturing and research and development) and limited

accessory commercial and office uses. The Project includes the establishment of an accessory commercial event space within an existing professional office building and is consistent with this designation. This use will provide an additional commercial opportunity for employees in the vicinity and residents and visitors to the City consistent with the General Plan land use category for the property.

In addition to being consistent with the IG's purpose and intent, the Project is in furtherance of the following General Plan Goals and/or Policies:

- **Land Use Policy LU 2.4 (Economic Development)** encourages uses that support the City's fiscal health while maintaining quality of life. The Project is consistent with LU 2.4 as it would introduce a small commercial event space that serves local businesses, community groups, and visitors, and complements the existing mix of commercial uses along Production Place. The facility contributes to the area's ongoing revitalization by providing a flexible venue for small to mid-size events and workshops, while also generating employment opportunities and offering a nearby amenity for future residents of the planned development to the north (Monrovia Townhomes).
- **Land Use Policy LU 5.3.6 (Parking Adequacy and Location)** requires adequate and conveniently located parking. The Project meets this policy by meeting the parking requirements of the NBMC through the provision of 17 on-site spaces and five off-site spaces at 828 Production Place. The off-site lot is within a short walking distance and will not create circulation conflicts. Event operations primarily occur during evening and weekend hours, offsetting the daytime demand of surrounding office and commercial uses and ensuring adequate parking availability consistent with LU 5.3.6.
- **General Plan Circulation Element Goal CE 7.1 and Policy CE 7.1.1** require new developments to provide adequate, convenient parking for all users. The Project provides adequate parking through its onsite and off-site arrangements and is therefore consistent with this goal and policy.
- **Noise Policy N 4.2 (New Uses)** requires that new commercial uses with potential noise impacts demonstrate compliance with applicable standards. The proposed assembly use is located entirely within an existing building, reducing the potential for noise from events, and is conditioned to comply with all City noise regulations. Hours of operation are limited to 5 p.m. to 11 p.m., Monday–Thursday, 5 p.m. to 12 a.m. on Friday, and 8 a.m. to 12 a.m., Saturday and Sunday, ensuring continued compatibility with surrounding land uses, which are primarily commercial and industrial.

Zoning Code

The Site is located within the Industrial (IG) Zoning District, which is intended to provide appropriate areas for a wide range of moderate to low intensity industrial uses (e.g., light manufacturing and research and development) and limited accessory commercial and office uses. The proposed assembly use within the professional office building is allowed with the approval of a conditional use permit, and therefore conditionally consistent with the Zoning District.

Required Parking

Table 3-10 (Off-Street Parking Requirements) in Section 20.40.040 (Off-Street Parking Spaces Required) of the NBMC provides a parking requirement for assembly/meeting facilities as one parking space for every three seats or one space per 35 square feet used for assembly purposes. Given the Project is proposing 750 square feet of assembly space, 22 parking spaces are required ($750/35 = 22$ spaces).

The Project will operate during hours that do not overlap with the existing professional office use, ensuring that no concurrent activities occur on-site and that no additional parking demand is generated. Although the Site only has 17 parking spaces and cannot accommodate the full parking requirement, the applicant has secured an off-site parking agreement for the remaining required spaces (5) at a property located approximately 250 feet to the east at 828 Production Place. This off-site parking arrangement is described in further detail in the next section and satisfies the City's parking provisions, ensuring that all required parking is provided near the Project.

Off-Site Parking

The off-site parking lot for the Project will be provided through a partnership with Beach Riot, which is an existing professional office located 250 feet east of the Site at 828 Production Place. Beach Riot will make five parking spaces available to the Project after 5 p.m., Monday through Friday and the full day Saturday and Sunday, when the business is closed. The Project's hours of operation are between 5 p.m. and 11 p.m., Monday through Thursday, 5 p.m. to 12 a.m., Friday, and 8 a.m. through 12 a.m. Saturday and Sunday. The hours of operation of the assembly use would not conflict with the operation of the on-site or off-site professional office uses that operate during typical weekday business hours.

During the events, Rogue Collective staff will utilize up to three of the off-site spaces, leaving the remaining spaces for event attendees. There is a public sidewalk that extends from 828 Production Place to 852 and 858 Production Place. Figure 3 depicts the on-site parking and off-site parking locations as well as the path of travel from the off-site lot.



Figure 3, On-site and Off-site Parking Plan

The Project does not include valet services. However, as conditioned, all event participants will receive clear, pre-formatted parking instructions showing the location of the on-site and off-site lots and the designated spaces available. On-site parking spaces will be used first before directing guests to the 828 Production Place parking lot. A condition of approval is included to allow valet services if a valet plan is approved by the City Traffic Engineer and Community Development Department Director.

A condition of approval is included to require that a parking agreement or covenant is recorded between the owner or operator of the Project and the off-site property to guarantee the availability of the required off-street parking spaces. Additionally, should the off-site parking spaces become unavailable, the condition will require the owner to provide substitute parking, reduce the size of the operation in proportion to the parking spaces lost, or obtain a parking reduction pursuant to Section 20.40.110 (Adjustments to Off-Street Parking Requirements) of the NBMC.

Alcohol and Live Entertainment

The facility will host a variety of private and business-oriented gatherings, and on occasion, certain events may include alcohol service and live entertainment. While the applicant is not seeking an alcohol license as part of this approval, assembly uses are defined in the Zoning Code as facilities that “may include incidental serving of alcoholic beverages”. Therefore, the proposed land use allows such activity when properly regulated. For any event proposing alcohol service, the operator would be required to obtain a “Daily License” from the California Department of Alcoholic Beverage Control (ABC), which would be reviewed by the Newport Beach Police Department (“NBPD”) on a case-by-case basis to ensure public safety and operational compatibility. Additionally, the Project is conditioned to prohibit dancing and to ensure the venue does not operate as a bar, lounge, or nightclub, maintaining its function strictly as an assembly and meeting

facility. Although live entertainment would be allowed, the Project will be required to comply with the City's noise regulations reducing any potential issues. The NBPD has reviewed the Project and does not have concerns regarding the proposal.

A condition of approval is included requiring a Special Events Permit for any event or promotional activity outside the normal operating characteristics of the proposed use. Examples include, but are not limited to, outdoor live entertainment, modified hours for the assembly use, or on-site media broadcasts.

Conditional Use Permit Findings

Pursuant to Section 20.52.020.F (Findings and Decision) of the NBMC, the Planning Commission must make the following findings in order to approve a conditional use permit for the Project:

- 1. The use is consistent with the General Plan and any applicable specific plan;*
- 2. The use is allowed within the applicable zoning district and complies with all other applicable provisions of this Zoning Code and the Municipal Code;*
- 3. The design, location, size, and operating characteristics of the use are compatible with the allowed uses in the vicinity;*
- 4. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities; and*
- 5. Operation of the use at the location proposed would not be detrimental to the harmonious and orderly growth of the City, nor endanger, jeopardize, or otherwise constitute a hazard to the public convenience, health, interest, safety, or general welfare of persons residing or working in the neighborhood of the proposed use.*

As demonstrated in the draft resolution (Attachment No. PC 1), staff believes that sufficient facts exist to support the findings required for approval of the CUP authorizing the establishment of a 750-square-foot commercial event space within the existing building. The proposed assembly use is consistent with both the IG General Plan land use designation and the IG Zoning District, which allow moderate- to low-intensity industrial and commercial uses, including assembly uses subject to use permit approval.

The Project supports several General Plan land use policies by providing a new commercial service that enhances the City's economic vitality and offers a venue for local businesses, community groups, and visitors. The event space contributes to the ongoing revitalization of the area and provides a nearby amenity for future residents of the planned residential development to the north. The Project also complies with Noise

Policy N 4.2, as the event space is entirely within an existing building, is conditioned to meet all applicable noise standards, and includes restricted hours of operation to ensure compatibility with surrounding uses.

The Site is suitable for the type and intensity of development proposed. The existing building and surrounding infrastructure were designed to accommodate a range of commercial and office uses, and the applicant's interior improvements will bring the building into compliance with current Building and Fire Codes. Conditions of approval ensure proper trash storage, maintenance, and operational controls.

The Applicant proposes improvements to the interior of the building, which would bring the existing professional office building into compliance with current Building and Fire codes (Attachment No. PC 3). In addition, conditions of approval have been included to ensure that trash be stored within the building or within dumpsters outside of the building and that trash receptacles for patrons be conveniently located inside of the establishment. In addition, and as conditioned, the applicant will be required to comply with all applicable City noise regulations to ensure that noise levels remain within allowable limits.

The Project has been reviewed by Public Works, Building, and the Fire Prevention Division and includes conditions of approval to help ensure that potential conflicts with the surrounding land uses are minimized to the greatest extent possible. For example, conditions of approval are included from the Public Works Department to prohibit vehicles from backing up, unloading/loading, or queuing into the public right-of-way including over the sidewalk and public street. With these measures in place, the Project will not be detrimental to the public health, safety, or welfare and will remain compatible with the character of the surrounding area.

While future residential development (the Monrovia Townhomes project) is anticipated on the property to the north, the event space is fully enclosed within the building, which significantly reduces potential noise-related concerns. In addition, and as conditioned, the applicant will be required to comply with all applicable City noise regulations to ensure that noise levels remain within allowable limits.

Off-Site Parking Findings

Pursuant to Section 20.40.100 (Off-Site Parking) of the NBMC, the Planning Commission must make the following findings in order to authorize off-site parking:

1. *The parking facility is located within a convenient distance to the use it is intended to serve;*
2. *On-street parking is not being counted towards meeting parking requirements;*

3. *Use of the parking facility will not create undue traffic hazards or impacts in the surrounding area; and*
4. *The parking facility will be permanently available, marked, and maintained for the use it is intended to serve.*

Staff believes that there are sufficient facts to support the findings for approval of off-site parking as discussed above in the “Off-Site Parking” section of this report and in Attachment No. PC 1. Pursuant to Section 20.40.040 of the NBMC, the 750-square-foot assembly area requires 22 parking spaces. The Site can accommodate 17 on-site spaces, and the applicant has secured a parking agreement for five additional spaces at 828 Production Place, located approximately 250 feet east of the Site.

The off-site parking lot is associated with an existing professional office that operates primarily during daytime hours, while the event space operates during evenings and weekends. This staggered demand ensures that the shared parking arrangement will not create conflicts and that adequate parking will be available for event attendees. Clear, pre-formatted parking instructions will be provided to all guests, and on-site spaces will be utilized before directing attendees to the off-site lot. Additionally, the Public Works Department has included a condition prohibiting guests and employees from parking in the public right-of-way during events.

A condition of approval has also been included requiring a parking agreement or covenant be recorded to guarantee the long-term availability of the off-site spaces. Should the off-site parking become unavailable, the applicant must provide substitute parking, reduce the scale of operations proportionally, or seek a parking reduction pursuant to NBMC Section 20.40.110 (Adjustment to Off-Street Parking Requirements). With these safeguards in place, the off-site parking arrangement fully complies with City standards and supports the required findings for approval.

Alternatives

Staff believe the findings for approval can be made to support the Project, as proposed, and the facts in support of the required findings are presented in the draft Resolution (Attachment No. PC 1). The following alternatives are available to the Planning Commission should it feel the facts are not in evidence of support for the project application:

1. The Planning Commission may suggest specific project modifications or operational changes that are necessary to alleviate concerns such as a reduction in the hours of operation or floor area dedicated to assembly use. If the changes are substantial, the item should be continued to a future meeting to allow revisions to the project; or

2. If the Planning Commission does not believe the facts in support of findings can be made, the Planning Commission may deny the application request.

Environmental Review

This Project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 under Class 1 (Existing Facilities) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential to have a significant effect on the environment. The proposed Project includes the establishment of a 750-square-foot assembly use within an existing professional office building and the establishment of off-site parking that is not anticipated to negatively affect the environment. No physical changes are proposed for the project beyond minor interior alterations to the existing building that are otherwise exempt from CEQA.

Public Notice

Notice of this hearing was published in the Daily Pilot, mailed to all owners of property within 300 feet of the boundaries of the site (excluding intervening rights-of-way and waterways) including the applicant, and posted on the subject property at least 10 days before the scheduled meeting, consistent with the provisions of the NBMC. Additionally, the item appeared on the agenda for this meeting, which was posted at City Hall and on the City website.

Prepared by:



Oscar Orozco
Associate Planner

Submitted by:



Benjamin M. Zdeba, AICP
Acting Deputy Community
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ATTACHMENTS

- PC 1 Draft Resolution with Findings and Conditions
- PC 2 Applicants Project Description Letter
- PC 3 Project Plans
- PC 4 Parking Management Plan

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