

**Notice of Exemption****Appendix E**

**To:** Office of Planning and Research  
P.O. Box 3044, Room 113  
Sacramento, CA 95812-3044

County Clerk

County of: Los Angeles

12400 Imperial Highway

Norwalk, CA 90650

**From:** (Public Agency): City of Santa Monica

1685 Main Street

Santa Monica, CA 90401

(Address)

Project Title: License Agreement with Anheuser-Busch and Momentum

Project Applicant: City of Santa Monica

Project Location - Specific:

**Santa Monica Pier**

Project Location - City: Santa Monica

Project Location - County: Los Angeles

Description of Nature, Purpose and Beneficiaries of Project:

The project consists of a license agreement with Anheuser-Busch and Momentum to host a "Pitchside Club" fan festival experience at the Santa Monica Pier in June 2026. The Pitchside Club will be a one-of-a-kind destination for fans to come together and celebrate the FIFA World Cup 2026 in a high-energy environment. Designed to give fans (21+ up) a Superior Soccer Social Club experience, the fan activation will blend live match watch parties with interactive soccer inspired games and programming for soccer fans.

Name of Public Agency Approving Project: City of Santa Monica

Name of Person or Agency Carrying Out Project: City of Santa Monica

Exempt Status: **(check one):**

- Ministerial (Sec. 21080(b)(1); 15268);
- Declared Emergency (Sec. 21080(b)(3); 15269(a));
- Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
- Categorical Exemption. State type and section number: Sections 15301, 15303, 15311, 15323
- Statutory Exemptions. State code number: \_\_\_\_\_

Reasons why project is exempt:

**See attached.**

Lead Agency

Contact Person: Rachel Kwok

Area Code/Telephone/Extension: (310) 458 8341

**If filed by applicant:**

1. Attach certified document of exemption finding.
2. Has a Notice of Exemption been filed by the public agency approving the project? ■ Yes    No

Signature: Rachel Kwok Date: 4/15/26 Title: Environmental Planner

■ Signed by Lead Agency    Signed by Applicant

Authority cited: Sections 21083 and 21110, Public Resources Code.  
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.

Date Received for filing at OPR: \_\_\_\_\_

## **Reasons Why Project is Exempt**

The Anheuser-Busch World Cup event is categorically exempt pursuant to Section 15301 (Class 1 – Existing Facilities), Section 15303 (Class 3 - New Construction or Conversion of Small Structures), Section 15311 (Class 11 - Accessory Structures), and Section 15323 (Normal Operations of Existing Facilities for Public Gathering) of the CEQA Guidelines.

Section 15301 of CEQA Guidelines exempts the operation, repair, maintenance, permitting, or minor alteration of existing public or private structures, facilities, mechanical equipment or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination. The Anheuser-Busch Cup event is a 15-day special event that would take place on the existing Santa Monica Pier and would not expand the existing Pier structure. Therefore, the event is exempt under Section 15301.

Section 15303 of CEQA Guidelines exempts the construction and location of limited numbers of new small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure. Projects that fall into this class of exemption include accessory (appurtenant) structures including garages, carports, patios, swimming pools, and fences. The Anheuser-Busch World Cup event would include the installation of temporary equipment and facilities that would be accessory structures to the existing Santa Monica Pier. These accessory structures would be temporary in nature. Therefore, the event is exempt under Section 15303.

Section 15311 of CEQA Guidelines exempts the construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities. Projects that fall into this class of exemption include construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to: (c) Placement of seasonal or temporary use items such as lifeguard towers, mobile food units, portable restrooms, or similar items in generally the same locations from time to time in publicly owned parks, stadiums, or other facilities designed for public use. The Anheuser-Busch World Cup event would include the installation of temporary equipment and facilities that would be accessory structures. Therefore, the event is exempt under Section 15311.

Section 15323 of CEQA Guidelines exempts normal operations of existing facilities for public gatherings for which the facilities were designed, where there is a past history of the facility being used for the same or similar kind of purpose. "Past history" shall mean that the same or similar kind of activity has been occurring for at least three years and that there is a reasonable expectation that the future occurrence of the activity would not represent a change in the operation of the facility. The existing Santa Monica Pier deck has been regularly utilized for special events and activities for more than thirty-five years, including the Twilight Concert Series, the Off the Hook Seafood Festival, Pier 360, and the LA Opera at the Beach. Therefore, the event is considered normal operations and uses of the existing Pier and surrounding beach area, under Section 15323.