



MEMORANDUM

TO: CITY COUNCIL

FROM: TERESA MCCLISH, COMMUNITY DEVELOPMENT DIRECTOR

BY: MATTHEW DOWNING^{MD}, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF TEMPORARY USE PERMIT CASE NO. 14-017
AUTHORIZING THE CLOSURE OF CITY STREETS FOR THE ANNUAL
ARROYO GRANDE VILLAGE CHRISTMAS PARADE, NOVEMBER 30,
2014

DATE: OCTOBER 28, 2014

RECOMMENDATION:

It is recommended the City Council adopt a Resolution approving Temporary Use Permit 14-007 for the Annual Arroyo Grande Village Christmas Parade ("Parade").

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

Total cost of the Parade is estimated to be \$1,294. Parade cost estimates include overtime for staff to place and remove "No Parking" signs; renting, placing and removing water barricades; and the provision of up to two (2) police officers to direct traffic and ensure public safety. Beginning three (3) years ago, the City split these costs evenly with the applicant. It is now recommended the City assume the full cost since it has become an important community event, new individuals have assumed organizing responsibilities, and it would be an obstacle to require them to also fund City costs.

BACKGROUND:

The Village Improvement Association's Christmas Parade has been held annually for ten (10) consecutive years on the Sunday immediately after Thanksgiving. This year's parade is scheduled for November 30, 2014 from 5:00 pm to 6:00 pm. Other events occur in the Village before and after the Parade, including a choir performance, tree lighting, nativity scene, a visit from Santa Claus and the screening of a movie in Heritage Square Park.

ANALYSIS OF ISSUES:

For this year's event, the applicant has proposed a reversal of the traditional parade route. Parade staging would occur in Olohan Alley, proceed onto Short Street, immediately turn west on East Branch Street and continue until turning north on Wesley Street. The Parade would disband on Wesley Street and the Bank of America parking lot. Although this requires full closure of Olohan Alley for staging, staff thinks the route reversal will provide increased safety for parade organization and disbandment.

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The revised Parade route requires "No Parking" restrictions and the closure of Olohan Alley from Bridge Street to Mason Street, including Short Street to East Branch Street, Branch Street from Mason Street to Wesley Street, and Wesley Street from West Branch Street to Larchmont from 4:00 pm until 8:00 pm. The extension of these restrictions to 8:00 pm is an additional hour from last year's event as is being requested due to additional time needed for event cleanup and the tree lighting at Harvest Church. Although Olohan Alley has not been closed in previous years, staff was prepared to recommend its closure regardless of Parade direction due to concerns over potential for vehicle/pedestrian incidents during Parade disbandment.

ADVANTAGES:

The Parade serves as a community event that allows citizens and visitors to celebrate the holiday season with organized activities in the Village. The reversal of the Parade route is anticipated to result in a safer, more coordinated and less congested parade event. Additionally, City staff involvement in the event is minimal.

DISADVANTAGES:

"No Parking" restrictions and the closure of sections of Branch Street and Olohan Alley will have an impact on traffic congestion and parking. Motorists not familiar with the Parade route will have to use detours to get to their destinations, which may increase travel time.

ALTERNATIVES:

The following alternatives are provided for the Council's consideration:

- Adopt the Resolution approving Temporary Use Permit 14-017 for the Annual Arroyo Grande Village Christmas Parade.
- Modify and adopt the Resolution.
- Do not adopt the Resolution.
- Provide direction to staff.

ENVIRONMENTAL REVIEW:

The Community Development Department has reviewed the project in compliance with the California Environmental Quality Act (CEQA) and determined that the project is categorically exempt per Section 15304 (e) of the CEQA Guidelines regarding minor temporary use of land.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted in front of City Hall on Thursday, October 23, 2014. The Agenda and report were posted on the City's website on Friday, October 24, 2014. No comments have been received.

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARROYO GRANDE APPROVING TEMPORARY USE PERMIT NO. 14-017 AND AUTHORIZING THE CLOSURE OF CITY STREETS FOR THE ANNUAL ARROYO GRANDE VILLAGE CHRISTMAS PARADE, NOVEMBER 30, 2014

WHEREAS, Doc Burnstein's Ice Cream Lab and the Arroyo Grande Village Improvement Association (AGVIA) applied for a Temporary Use Permit to utilize City streets and property for a Christmas Parade; and

WHEREAS, the temporary closure of portions of Olohan Alley, Branch Street, and Wesley Street will help to facilitate the parade for all people participating in the event; and

WHEREAS, the Arroyo Grande Municipal Code (AGMC) provides for the issuance of Temporary Use Permits for events such as the Arroyo Grande Village Christmas Parade, AGMC Section 10.16.050 authorizes the City Council to restrict parking on any street and California Vehicle Code Section 21101(e) authorizes the closure of streets for parades and local special events.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Arroyo Grande does hereby approve Temporary Use Permit 14-017 authorizing the following actions subject to compliance with the conditions as set forth in Exhibit "A", attached hereto and incorporated herein by this reference:

1. Olohan Alley from Bridge Street to Mason Street, Short Street from Branch Street to Olohan Alley, Branch Street from Mason Street to Wesley Street, and Wesley Street from Larchmont to Branch Street will be closed from approximately 4:00 pm to 8:00 pm on November 30, 2014.
2. A "No Parking/Tow Away Zone" will be established on Olohan Alley from Bridge Street to Mason Street, Branch Street from Mason Street to Wesley Street, and both sides of Wesley Street from Larchmont to Branch Street from 4:00 pm until 8:00 pm on November 30, 2014.
3. The applicant shall be refunded the Temporary Use Permit application fee.

On motion of Council Member_____, seconded by Council Member_____, and on the following roll call vote, to wit:

AYES:
NOES:
ABSENT:

the foregoing Resolution was adopted this 28th day of October 2014.

RESOLUTION NO.
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TONY FERRARA, MAYOR

ATTEST:

KELLY WETMORE, CITY CLERK

APPROVED AS TO CONTENT:

STEVEN ADAMS, CITY MANAGER

APPROVED AS TO FORM:

TIMOTHY J. CARMEL, CITY ATTORNEY

EXHIBIT "A"
CONDITIONS OF APPROVAL FOR
TEMPORARY USE PERMIT NO. 14-017
THE VILLAGE CHRISTMAS PARADE

GENERAL CONDITIONS:

1. This Temporary Use Permit (TUP) allows Doc Burnstein's Ice Cream Lab and the Arroyo Grande Village Improvement Association to conduct the 10th annual Christmas Parade in the Village on November 30, 2014 between 5:00 pm and 6:00 pm, along with all associated street closures.
2. The applicant shall ascertain and comply with all State, County and City requirements as are applicable to this project.
3. The event shall occur in substantial conformance with the application and plans on file in the Community Development Department.
4. The applicant shall comply with all of the Conditions of Approval for Temporary Use Permit 14-017.
5. The applicant shall agree to indemnify and defend at his/her sole expense any action brought against the City, its agents, officers, or employees because of the issuance of said approval, or in the alternative, to relinquish such approval. The applicant shall reimburse the City, its agents, officers, or employees, for any court costs and attorney's fees which the City, its agents, officers or employees may be required by a court to pay as a result of such action. The City may, at its sole discretion, participate at its own expense in the defense of any such action but such participation shall not relieve applicant of his/her obligations under this condition.
6. The applicant shall notify all affected businesses and residents of street closures and parking restrictions at least 48 hours prior to the event.
7. The applicant shall abide by all road closure and parade regulations as established by the Police Department.
8. The applicant shall pay for half of the actual City cost to ensure public safety, establish no parking zones, close streets and to provide for two police officers. Applicant costs are estimated to be \$647.
9. The applicant shall comply with the Health Department regulations for all food products provided or sold during the event.
10. The applicant shall post "No Parking" signs 48 hours in advance of the street closures.

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