



## MEMORANDUM

**TO:** CITY COUNCIL

**FROM:** TERESA MCCLISH, COMMUNITY DEVELOPMENT DIRECTOR

**BY:** MATTHEW DOWNING,<sup>MD</sup> ASSISTANT PLANNER  
SAM ANDERSON, PLANNING INTERN

**SUBJECT:** CONSIDERATION OF TEMPORARY USE PERMIT CASE NO. 15-016;  
AUTHORIZING THE CLOSURE OF CITY STREETS FOR THE ANNUAL  
ARROYO GRANDE VILLAGE CHRISTMAS PARADE, NOVEMBER 29,  
2015; APPLICANT – DOC BURNSTEIN’S ICE CREAM LAB AND THE  
ARROYO GRANDE/GROVER BEACH CHAMBER OF COMMERCE;  
REPRESENTATIVE – CAT KEITH

**DATE:** NOVEMBER 10, 2015

### RECOMMENDATION:

It is recommended the City Council adopt a Resolution approving Temporary Use Permit 15-016 for the Annual Arroyo Grande Village Christmas Parade (“Parade”), and directing staff to implement safety measures, including closure of East and West Branch Street between Traffic Way and Mason Street, no parking zones, and the detour of automobile traffic on Sunday, November 29, 2015.

### IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

Direct equipment and staffing costs to facilitate the closure of East and West Branch Street between Traffic Way and Mason Street and to establish a detour route are estimated at \$5,000. This is an increase from last year’s estimate of \$1,300, resulting from changes in equipment and personnel strategies for street closures, more detailed personnel estimates following last year’s event, and filling of water barricades that are not proposed to be covered by City or Five Cities Fire Authority staff and equipment. Last year was the first year that these costs were absorbed by maintenance and personnel budgets due to the event being organized by the current organizer. Prior to that, a former event organizer personally paid for costs associated with the event. Alternatively, the Council can direct costs associated with the event to be covered by the General Fund reserve or sales tax fund.

The City typically cosponsors this and other community events by providing labor and equipment. City staff is working on a special events budgetary strategy and potential cost savings measures, such as permanent bollards, which will come back to the Council in the coming months.

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This item is related to the City's Economic Development plan, which is identified in the City's Critical Needs Action Plan.

**BACKGROUND:**

The Arroyo Grande Village Christmas Parade has been held annually for eleven (11) consecutive years on the Sunday immediately after Thanksgiving. This year's parade is scheduled for November 29, 2015 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:**

Similar to last year's event, the applicant has proposed to continue using the reversed traditional 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, the route reversal provides increased safety for parade organization and disbandment.

The 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 applicant is proposing the "No Parking" restrictions to begin at 2:00 pm instead of 3:00 pm. The extension of these restrictions is an additional hour from last year's event and is being requested in order to provide additional time to clear the affected areas of vehicles.

**ALTERNATIVES:**

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

- Adopt the Resolution approving Temporary Use Permit 15-016 for the Annual Arroyo Grande Village Christmas Parade;
- Adopt the Resolution approving Temporary Use Permit 15-016 for the Annual Arroyo Grande Village Christmas Parade and direct staff to appropriate funds from the General Fund to cover City costs related to the event;
- Do not adopt the Resolution; or
- Provide direction to staff.

**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 continued reversal of the Parade route is anticipated to result in a safer, more coordinated and less congested parade event.

**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

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Parade route will have to use detours to get to their destinations, which may increase travel time.

**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:**

A condition of approval has been developed, which will require the applicant to notify property owners and businesses located within the area of street closures and/or restricted parking.

The Agenda was posted in front of City Hall on Thursday, November 5, 2015. The report was posted on the City's website on Friday, November 6, 2015. No comments have been received.

Attachment

1. Event map

## RESOLUTION NO.

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARROYO GRANDE APPROVING TEMPORARY USE PERMIT NO. 15-016 AND AUTHORIZING THE CLOSURE OF CITY STREETS FOR THE ANNUAL ARROYO GRANDE VILLAGE CHRISTMAS PARADE, NOVEMBER 29, 2015**

**WHEREAS**, Doc Burnstein's Ice Cream Lab and the Arroyo Grande/Grover Beach Chamber of Commerce 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.

**WHEREAS**, the City Council finds, after due study, the following circumstances exist:

#### **FINDINGS FOR APPROVAL – TEMPORARY USE PERMIT**

1. The operation of the requested use at the locations proposed and within the time period specified will not jeopardize, endanger, or otherwise constitute a menace to the public health, safety or general welfare due to the use of traffic safety equipment and dedicated local law enforcement personnel.
2. The City streets to be used are adequate in size and shape to accommodate the Christmas Parade event and will not be material detriment to the use and enjoyment of other properties located adjacent to and in the vicinity of the event.
3. The proposed site is adequately served by streets or highways having sufficient width and improvements to accommodate the kind and quantity of traffic that the event will or could reasonably be expected to generate.
4. Adequate temporary parking to accommodate vehicular traffic to be generated by the event is available throughout the City.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Arroyo Grande does hereby approve Temporary Use Permit 15-016 authorizing the following actions, with the above findings and subject to the conditions as set forth in Exhibit "A", attached hereto and incorporated herein by this reference:

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1. The establishment of a "No Parking" zone on Olohan Alley from Bridge Street to Mason Street, on Branch Street from Mason Street to Wesley Street, on both sides of Wesley Street from Larchmont to Branch Street, and approximately 40' on the southwest corner of the intersection of Branch Street and Mason Street from 2:00 pm until 8:00 pm on November 29, 2015
2. The closure of 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 from 4:00 pm to 8:00 pm on November 29, 2015.
3. The closure of intersections or major driveways onto East and West Branch Street, including Bridge Street, Short Street, the Car Corral, and Nevada Street between the hours 4:00 pm to 8:00 pm on November 29, 2015.
4. The implementation of associated detour routes.

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 10<sup>th</sup> day of November 2015.

**RESOLUTION NO.  
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**JIM HILL, MAYOR**

**ATTEST:**

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**KITTY NORTON, DEPUTY CITY CLERK**

**APPROVED AS TO CONTENT:**

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**DIANNE THOMPSON, CITY MANAGER**

**APPROVED AS TO FORM:**

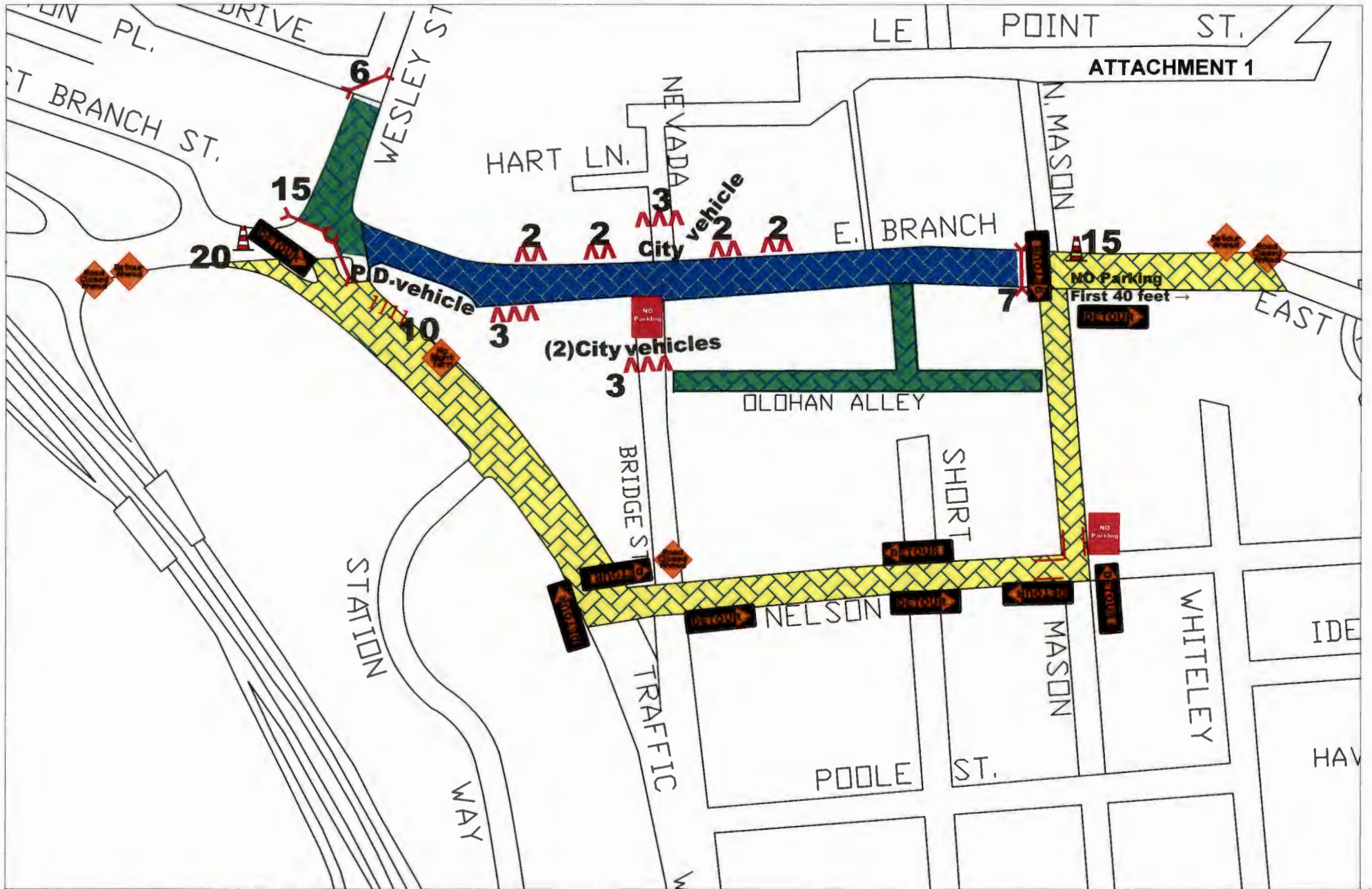
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**HEATHER K. WHITHAM, CITY ATTORNEY**

**EXHIBIT "A"  
CONDITIONS OF APPROVAL FOR  
TEMPORARY USE PERMIT NO. 15-016  
THE VILLAGE CHRISTMAS PARADE**

**GENERAL CONDITIONS:**

1. This Temporary Use Permit (TUP) allows Doc Burnstein's Ice Cream Lab and the Arroyo Grande/Grover Beach Chamber of Commerce to conduct the 11<sup>th</sup> Annual Arroyo Grande Village Christmas Parade on November 29, 2015 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 15-016.
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 clean up all debris associated with the event to the satisfaction of the Public Works Director.
8. Traffic detouring shall be coordinated with the Police Department.
9. The Public Works Department shall be responsible for ordering and directing the setup of all traffic control equipment.



ATTACHMENT 1

Detour directional	
Directions sign	
Road Closed	
Detour Ahead	

Legend	
	Parade Route
	Staging area (pre & post parade)
	Detour Route

35	# of Orange cones
10	# of Delineators
17	# of "A" frame signs
26	# of water barricades

CITY OF ARROYO GRANDE

**VILLAGE CHRISTMAS PARADE  
BRANCH STREET  
ROAD CLOSURE PLAN**

REFERENCE NO.	_____
SHEET:	_____
OF	_____