

MEMORANDUM

TO: CITY COUNCIL

FROM: TERESA McCLISH, COMMUNITY DEVELOPMENT DIRECTOR

BY: LINDSEY KLEIN, PLANNING INTERN

SUBJECT: CONSIDERATION OF TEMPORARY USE PERMIT NO. 16-026; AUTHORIZATION TO USE CITY PROPERTY AND CLOSE CITY STREETS FOR THE ANNUAL ARROYO GRANDE STRAWBERRY FESTIVAL AND STAMPEDE ON MAY 27TH AND 28TH, 2017; APPLICANT – ARROYO GRANDE VILLAGE IMPROVEMENT ASSOCIATION; REPRESENTATIVE – BOB LUND

DATE: FEBRUARY 28, 2017

RECOMMENDATION:

It is recommended the City Council adopt a Resolution authorizing the use of City property and closure of City streets for the annual Arroyo Grande Strawberry Festival and Stampede on May 27th and 28th, 2017.

IMPACT TO FINANCIAL AND PERSONNEL RESOURCES:

There is no direct funding impact as a result of this event. Event organizers are required to reimburse the City for the costs of police, fire, public works and other City services used to conduct this event. The amount necessary to be reimbursed is estimated to be approximately \$14,500 for this year's event.

BACKGROUND:

The Strawberry Festival is an annual arts and crafts event hosted by the Arroyo Grande Village Improvement Association (VIA). This year marks the 34th consecutive Strawberry Festival. The Strawberry Stampede is a run/walk held in conjunction with the Strawberry Festival and hosted by the Kiwanis Club of Greater Pismo Beach. This year marks the 31st running of the Stampede. A Temporary Use Permit approved by the City Council is required due to the use of City property and to authorize the closure of City streets.

In response to public comments and Council requests, the City conducted a workshop on August 11, 2016 to follow-up on last year's event and help event organizers to determine how the event could be improved. Several of the ideas raised through that workshop are being implemented this year, including providing advertising for local artisans and Village Merchants selling strawberry related products in Strawberry

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Festival fliers, moving approximately twenty-five (25) local artisan booths from Olohan Alley to E. Branch Street at Mason Street, providing for vendor discounts to incentivize locals to participate, discounting booth rates on West Branch Street for Village merchants, as well as investigating opportunities to charge a small fee for parking in some of the event parking lots.

ANALYSIS OF ISSUES:

The Strawberry Festival and the Strawberry Stampede remain largely unchanged from last year, with the exception of the changes noted above, as well as the request to increase the closure time of Olohan Alley on Friday, May 26, 2017 beginning at 1 P.M.

Vendor's tents and merchandise will be removed on Saturday evening and assembled again on Sunday morning; however, the VIA is again requesting Nelson Street remain closed to through traffic overnight to aid in event security and reduce the amount of non-potable water necessary to fill the water barricades used to close streets during the event. In order to operate the Strawberry Festival, the VIA has requested street closures and the use of City property as follows:

1. The closure of E. Branch Street from Traffic Way to Mason Street from 5 am to 7 pm on Saturday, May 27th and 5 am to 6 pm on Sunday, May 28th.
2. The closure of Short Street from East Branch Street to Olohan Alley from 5 pm Friday, May 26th until 7 pm, Sunday, May 28th.
3. The closure of Bridge Street from Branch Street to Traffic Way from 5 am Saturday, May 27th until 7 pm, Sunday, May 28th.
4. The closure of Nelson Street from Mason Street to Traffic Way from 5 am Saturday, May 27th to 7 pm Sunday, May 28th.
5. The use of parking lots along Olohan Alley from Mason Street to Bridge Street from 1 pm Friday, May 26th through 7 pm Sunday, May 28th.
6. The use of the Car Corral from 10 pm Friday, May 26th to 7 pm, Sunday May 28th.
7. The use of the parking area from the Car Corral to and including the Brisco parking lot and the Le Point Street parking lot from 10 pm Friday, May 26th to 7 pm Sunday, May 28th.
8. The use of lawns at Heritage Square from 4 pm Friday, May 26th until 9 pm Sunday, May 28th.
9. The use of the Hart-Collette Park between Bridge Street and Traffic Way from 5 am Saturday, May 27th to 9 pm on Sunday, May 28th.

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10. The use of the five-acre lot next to the Woman's Club on West Branch Street for festival attendee parking on Saturday, May 27th and Sunday, May 28th.
11. The use of the dirt lot at Rodeo Drive and West Branch Street for festival attendee parking on Saturday, May 27th and Sunday, May 28th.
12. The use of the City Hall parking lot at 300 E. Branch Street on Saturday, May 27th and Sunday, May 28th.
13. The use of the parking area along the creek fence on the south side of Olohan Alley directly behind Salon 132 and two parking spaces in the Car Corral adjacent to Nevada Street from 6 am Thursday, May 25th until 6 pm Monday, May 28th to accommodate trash roll-off placement.
14. The use of the last three (3) parking spaces on Bridge Street approaching Traffic Way on the west side of the street from 8 am Friday, May 26th to 11 am Monday, May 29th to accommodate a refrigerator truck.
15. "No Parking" in two (2) parking spaces along the south curblin of E. Branch Street immediately east of Mason Street while streets are closed.
16. "No Parking" on the north side of Poole Street between Mason Street and Traffic Way and "No Parking" on the south side of Allen Street between Mason Street and Traffic Way due to vehicular "detour" while streets are closed.
17. "Right Turn Only" from Poole Street onto Traffic Way while streets are closed.
18. "No Parking" in two (2) parking spaces on the east and west curblin of South Mason Street (approximately 30') just north of the intersection with Poole Street while streets are closed.
19. In addition, to effectively operate the Strawberry Stampede, the Kiwanis Club of Greater Pismo Beach has requested the closure of Branch Mill Road between East Cherry Street and the City limit line to through traffic from 8:00 am to 9:30 am on Sunday May 28th, 2017.

The Kiwanis Club of Greater Pismo Beach is also requesting that Allen Street be closed to through traffic from 8 am to 10 am on Sunday, May 28th, 2017 for the Strawberry Stampede. Stampede organizers cite concerns regarding vehicular traffic conflicting with the 500 runners that participate in the event as reasons for the request. This is consistent with last year's event.

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ALTERNATIVES:

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

- Adopt the attached Resolution approving Temporary Use Permit 16-026;
- Modify as appropriate and adopt the attached Resolution approving Temporary Use Permit 16-026;
- Do not adopt the attached Resolution;
- Provide direction to staff.

ADVANTAGES:

The event draws thousands of visitors to the City and serves as an important fundraising opportunity for the VIA. The Strawberry Stampede is a fundraising event for the Kiwanis Club of Greater Pismo Beach with proceeds supporting youth activities in the South County.

DISADVANTAGES:

The Strawberry Festival requires the closure of City streets for long periods of time, which can be inconvenient to businesses, citizens and visitors.

ENVIRONMENTAL REVIEW:

In compliance with the California Environmental Quality Act (CEQA), it has been determined that this project is Categorical Exempt per Section 15304 (e) of the CEQA Guidelines regarding minor temporary use of land. If the Council does not think that this determination is appropriate, project approval shall not be considered.

PUBLIC NOTIFICATION AND COMMENTS:

A condition of approval is included in the Resolution requiring the event organizers to mail or hand deliver notification of street closures to all affected Village residents one week before the event. A second condition of approval requires the event organizers place an advertisement in *The Tribune* prior to the event to advise the public of street closures.

The Agenda was posted in at City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachments:

1. Road closure map
2. Letter from the Village Improvement Association

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARROYO GRANDE APPROVING TEMPORARY USE PERMIT NO. 16-026; AUTHORIZING THE USE OF CITY PROPERTY AND CLOSURE OF CITY STREETS FOR THE ANNUAL ARROYO GRANDE STRAWBERRY FESTIVAL AND STAMPEDE ON MAY 27 AND 28, 2017; APPLIED FOR BY THE ARROYO GRANDE VILLAGE IMPROVEMENT ASSOCIATION

WHEREAS, the Arroyo Grande Village Improvement Association (VIA), organizers of the Arroyo Grande Strawberry Festival, have requested closure of certain City streets and the use of City property as outlined below, for the purpose of craft exhibits, displays, food booths and entertainment, and similar activities; and

WHEREAS, members of the VIA will be responsible for costs associated with traffic control, cleanup, and payment of all related fees and costs for use of City property and City employee time related to the event; and

WHEREAS, in conjunction with the VIA, the Kiwanis Club of Greater Pismo Beach, organizers of the Strawberry Stampede, have requested closure of certain City streets and the use of City property as outlined below, for the purpose of a run/walk.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Arroyo Grande that the following streets shall be closed and the Arroyo Grande Village Improvement Association is hereby granted the use of certain City streets and property as follows:

Strawberry Festival – Saturday & Sunday, May 27 & 28, 2017

1. The closure of Branch Street from Traffic Way to Mason Street from 5 am to 7 pm on Saturday, May 27th and 5 am to 6 pm on Sunday, May 28th.
2. The closure of Short Street from East Branch Street to Olohan Alley from 5 pm Friday, May 26th until 7 pm, Sunday, May 28th.
3. The closure of Bridge Street from Branch Street to Traffic Way from 5 am Saturday, May 27th until 7 pm, Sunday, May 28th.
4. The closure of Nelson Street from Mason Street to Traffic Way from 5 am Saturday, May 27th to 7 pm Sunday, May 28th.
5. The use of parking lots along Olohan Alley from Mason Street to Bridge Street from 1 pm Friday, May 26th through 7 pm Sunday, May 28th.
6. The use of the Car Corral from 10 pm Friday, May 26th to 7 pm, Sunday May 28th.

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7. The use of the parking area from the Car Corral to and including the Brisco parking lot and the Le Point Street parking lot from 10 pm Friday, May 26th to 7 pm Sunday, May 28th.
8. The use of lawns at Heritage Square from 4 pm Friday, May 26th until 9 pm Sunday, May 28th.
9. The use of the Hart-Collette Park between Bridge Street and Traffic Way from 5 am Saturday, May 27th to 7 pm on Sunday, May 29th.
10. The use of the five-acre lot next to the Woman's Club on West Branch Street for festival attendee parking on Saturday, May 27th and Sunday, May 28th.
11. The use of the dirt lot at Rodeo Drive and West Branch Street for festival attendee parking on Saturday, May 27th and Sunday, May 28th.
12. The use of the City Hall parking lot at 300 E. Branch Street on Saturday, May 27th and Sunday, May 28th.
13. The use of the parking area along the creek fence on the south side of Olohan Alley directly behind Salon 132 and two parking spaces in the Car Corral adjacent to Nevada Street from 6 am Thursday, May 25th until 6 pm Monday, May 29th to accommodate trash roll-off placement.
14. The use of the last three (3) parking spaces on Bridge Street approaching Traffic Way on the west side of the street from 8 am Friday, May 26th to 11 am Monday, May 29th to accommodate a refrigerator truck.
15. "No Parking" in two (2) parking spaces along the south curblin of E. Branch Street immediately east of Mason Street while streets are closed.
16. "No Parking" on the north side of Poole Street between Mason Street and Traffic Way and "No Parking" on the south side of Allen Street between Mason Street and Traffic Way due to vehicular "detour" while streets are closed.
17. "Right Turn Only" from Poole Street onto Traffic Way while streets are closed.
18. "No Parking" in two (2) parking spaces on the east and west curblin of South Mason Street (approximately 30') just north of the intersection with Poole Street while streets are closed.
19. Branch Mill Road between East Cherry Street and the City limit line will be closed to through traffic from 8 am to 9:30 am on Sunday, May 28th, 2017 for the running of the Strawberry Stampede.

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20. Allen Street between Traffic Way and Garden Street will be closed to through traffic from 8 am to 10 am on Sunday, May 28th for the running of the Strawberry Stampede.

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 passed and adopted this 28th day of February 2017.

JIM HILL, MAYOR

ATTEST:

KELLY WETMORE, CITY CLERK

APPROVED AS TO CONTENT:

ROBERT K. McFALL, INTERIM CITY MANAGER

APPROVED AS TO FORM:

HEATHER K. WHITHAM, CITY ATTORNEY

**EXHIBIT " A "
CONDITIONS OF APPROVAL FOR
TEMPORARY USE PERMIT NO. 16-026**

This approval authorizes the use of City property and the closure of City streets for the annual Arroyo Grande Strawberry Festival and the annual Strawberry Stampede on May 27 and 28, 2017.

General Conditions

1. The Arroyo Grande Village Improvement Association (VIA) shall ascertain and comply with all State, County and City requirements as are applicable to this project.
2. The event shall occur in substantial conformance with the application and plans on file in the Community Development Department office.
3. The VIA shall comply with all the conditions of the City Council Resolution adopted on February 28, 2017.
4. The VIA shall agree to defend, indemnify and hold harmless the City, its agents, officers, and employees harmless, at its sole expense from any action brought against the City, its agents, officers, or employees because of said approval, or in the alternative, to relinquish such approval. The VIA 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 the VIA of his/her obligations under this condition.

Public Works Department Conditions

5. The VIA is responsible for providing trash bags and restroom supplies for the festival. Any supplies the Public Works Department may need to provide must be reimbursed by the VIA.
6. The VIA shall have an individual designated to periodically inspect the restrooms and areas around food vendors and waste containers. That individual shall be responsible for maintaining the cleanliness of these areas and gathering and disposing of all debris.
7. The VIA shall reimburse the City for electrical costs associated with special events. Specifically, costs for the outlets by the gazebo, Rotary Bandstand, Bridge Street, Olohan Alley, and behind former City Hall shall be reimbursed.
8. The VIA shall reimburse the City for the costs of any Public Works staff services required for this event, including, but not limited to, restroom maintenance, trash, etc.
9. The VIA shall remove any tape placed on streets and parking areas after the event.

Engineering Division Conditions

10. Restroom facilities, barricades, signing and detour routes shall be provided by the VIA as required.
11. The VIA shall place an advertisement in the *The Tribune* just prior to the event to advise residents of street closures.

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12. The VIA shall provide a \$1,000,000.00 comprehensive general liability insurance policy naming the City as additional insured by May 1, 2017.
13. The VIA shall reimburse the City for the costs of Engineering Division services and any other City services required for this event.

Building and Life Safety Division Conditions

14. All food booths must comply with the Fire Department guidelines, and must have County Health Department approval. The VIA will inform booth applicants of Fire Department guidelines, and will ensure total compliance of booth operators. The VIA will not allow non-compliant booths to operate.
15. The project shall comply with the most recent edition of the California State Fire and Building Codes and the Uniform Building and Fire Codes as adopted by the City of Arroyo Grande. Specifically, all temporary-wiring provisions of the N.E.C. must be met.
16. The Building and Life Safety Division must inspect all food booths, generators and temporary electrical service prior to the opening of the event. In lieu of requiring a building permit for temporary electrical service, The VIA will collect a fee of \$15 per every booth utilizing an electrical connection. This fee will be itemized by booth number and submitted to the Building and Life Safety Division within 15 days of the end of the Festival.
17. Emergency access must be maintained to the satisfaction of the Building Official and Fire Chief. A detailed chart or map will be provided to Building and Life Safety Division and Fire Department for approval prior to the event, showing placement of all booths, to include actual dimensions of access pathways for fire apparatus and emergency vehicles.
18. Per the approval of the Fire Chief, there will be ambulance service dedicated to the event.
19. The use of generators must be reviewed and approved by the Building Official.
20. All fire lanes must be posted and enforced in accordance with Police and Fire Department guidelines. Fire lanes and access must be approved by the Fire Chief.
21. The VIA shall identify an individual to act as liaison with the Fire Department for the purpose of maintaining life and safety.
22. Prior to opening the event, the fire access road shall be posted. VIA shall provide continuous enforcement of the fire access road during the event.
23. The VIA will coordinate with and be responsible for costs associated with San Luis Ambulance to provide standby personnel and equipment for Bike Medic and golf cart transport for entire duration of Festival.
24. The VIA shall pay the Fire Department for members and equipment assigned to the event.

Police Department Conditions

25. The VIA shall pay Police Department costs for officers assigned to the event.
26. Notification of all streets subject to closure must be posted a minimum of 48 hours prior to closure, stating the dates and times of closures.

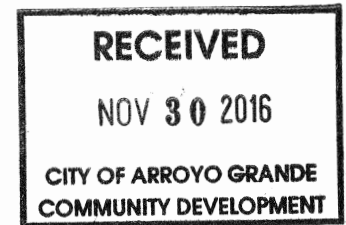
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27. A minimum of four (4) private security personnel will be provided by the VIA, to the satisfaction of the Chief of Police. The VIA will present to the Arroyo Grande Police Department two (2) weeks prior to the event:
 - a. The name of the security agency
 - b. A schedule of security coverage
 - c. Location and hours of security assignmentsMinimum required security is one (1) volunteer officer stationed at Nelson & Bridge Street, two (2) volunteer officers assigned to the Swinging Bridge, and one (1) volunteer officer for patrol throughout the evening hours on Saturday, May 27, 2017.
28. Failure to provide private licensed security will result in AGPD Officers being assigned with expenses billed to the VIA.
29. The VIA shall provide and place all barricades, signs, and arrow boards.
30. The VIA shall replace all delineators that are stolen, misplaced, or vandalized.
31. Traffic signal operation shall be conducted as directed by the Police Department.

Special Conditions

32. Additional event themed signage by local businesses is permitted for the duration of the event.
33. The VIA shall distribute State Board of Equalization forms to all vendors to report the sales tax collected during the Festival, and shall notify them that a list of vendors will be supplied to the City to verify payment of sales tax.
34. The VIA shall provide to the City's Administrative Services Department a list of all vendors participating in the festival. The list will be used to verify that sales tax was collected and reported as earned in Arroyo Grande.
35. The VIA and the Kiwanis Club of Greater Pismo Beach shall mail or hand deliver notification of street closure to all affected residents one week before the event, including residents on Allen Street due to the street closures.
36. There shall be no parking on the north side of Poole Street and south side of Allen Street from Mason Street to Traffic Way from 6:00 am to 6:00 pm Saturday, May 27th and Sunday, May 28th.
37. There shall be no parking on the north side of E. Branch Street from Mason Street to Crown Hill Street from 5:00 am on Saturday, May 27th until 7 pm Sunday, May 28th.
38. The left turn lane for vehicles traveling west on E. Branch Street at Mason Street shall be blocked to allow for larger vehicles to make right turns onto E. Branch Street from Mason Street.



December 1, 2016

Ms. Teresa McClish, Development Director
City of Arroyo Grande
300 East Branch St.
Arroyo Grande, CA 93420

Dear Ms. McClish:

I am submitting the items below for departmental review. Please send me the necessary forms to apply for the use permits and have the meetings scheduled that are necessary with the involved departments.

Arroyo Grande Strawberry Festival – Saturday and Sunday, May 27 & 28, 2017

1. The closure of Branch St. from Traffic Way to Mason St. from 5 a.m. to 7 p.m. on Saturday, May 27 and from 5 a.m. to 6 p.m. on Sunday, May 28.
2. The closure of Short St. from Branch St. to Olohan Alley from 5 p.m. Friday, May 26, to 7 p.m. Sunday, May 28.
3. The closure of Bridge St. from Branch Street to Traffic Way from 5 a.m. on Saturday, May 27, until 7 p.m. on Sunday, May 28.
4. The closure of Nelson St. from Mason St to Traffic way from 5 a.m. Saturday, May 27 to 7 p.m. on Sunday, May 28.
5. The use of the parking lots in Olohan Alley from Mason St. to Bridge St. from 1 p.m. Friday, May 26 through 7 p.m. Sunday, May 28.
6. The use of the Car Corral from 10 p.m. Friday, May 26 to 7 p.m. Sunday, May 28.
7. The use of the parking area from the Car Corral to and including the Brisco parking lot and the Le Point parking lot from 10 p.m. Friday, May 26 to 7 p.m. Sunday, May 28.
8. The use of the lawns at Heritage Square from 4 p.m. Friday, May 26 to 9 p.m. Sunday, May 28.
9. The use of Hart-Collette Park between Bridge St. and Traffic Way from 5 a.m. Saturday, May 27 to 9 p.m. Sunday, May 28.
10. The all day use of the five-acre lot next to the Woman's Club on West Branch St. for festival attendee parking on Saturday, May 27 and Sunday, May 28.
11. The all day use of the dirt lot at Rodeo Drive and West Branch Street for festival attendee parking on Saturday, May 27 and Sunday, May 28.

12. The all day use of the City Hall parking lot at Mason and E. Branch St. on Saturday, May 27 and Sunday, May 28.

13. To accommodate trash roll off placement, we request the use of the parking area along the creek fence on the South side of Olohan Alley directly behind Salon 132 and two parking spaces in the Car Corral adjacent to Nevada St. from 6 am on Thursday, May 25 until Monday, May 9 at 6 p.m.

14. To accommodate a refrigerator truck, we request the use of the last three parking spaces on Bridge St. approaching Traffic Way on the west side of the street from 8 am on Friday, May 26 to 11 am on Monday, May 29.

The Arroyo Grande Village Improvement Association (AGVIA) will provide the proper certificate of insurance, naming the city as additional insured, to the City by May 1, 2017.

AGVIA will compensate the City for any extra expenses incurred as agreed upon.
AGVIA will abide by all rules and regulations that will be discussed and agreed upon.
AGVIA will provide and place all barricades and signs, and arrow boards as necessary.
AGVIA will provide all "No Parking" delineators and the proper "No Parking" signs.

AGVIA will provide all delineators with "tow away, no parking" signs to be installed on Thursday, May 25 on all streets as outlined by the Police Dept. on:

Branch St. between Traffic Way and Mason St.;

All of Bridge St.;

Nelson St. between Traffic Way and Mason St.;

Mason St. from LePoint St. to Poole St.;

North side of Poole St. from Mason St. to Traffic Way;

South side of Allen St. from Mason St. to Traffic Way;

All of Nevada St.;

The downhill side of Miller Way from LePoint St. to Miller Circle;

Crown Terrace between LePoint St. and Crown Hill;

Right turn only from Poole Street onto Traffic Way while streets are closed;

No parking in four parking spaces along the south curb line of E. Branch St. immediately east of Mason St. while streets are closed;

On the north side of E. Branch St. from Mason St. to Crown Hill St. from 5:00 am on Saturday, May 27th until 7 pm Sunday, May 28th;

East Branch St. from Garden St. to the Huasna interchange;

The corner of Allen St. and Mason St., two parking spaces in from the corner in all directions;

Short St. from the Swinging Bridge to Nelson St.;

The off ramp exit to North HWY. 101 from Branch Street will have four delineators.

We will also install delineators with "tow away, no parking" signs in all Village parking areas we have authority to use.

The AGVIA will replace delineators that are stolen, misplaced, or vandalized.

The AGIVA will provide Swinging Bridge security as needed.

Thank you for your consideration.

Sincerely,



Bob Lund, Executive Director

Arroyo Grande Village Improvement Association