MEMORANDUM

TO: CITY COUNCIL

FROM: TERESA MCCLISH, DIRECTOR OF COMMUNITY DEVELOPMENT

BY: MATTHEW DOWNING, MD ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF AUTHORIZATION TO USE CITY PROPERTY AND CLOSE CITY STREETS FOR THE ANNUAL ARROYO GRANDE STRAWBERRY FESTIVAL AND STAMPEDE ON MAY 24 AND 25, 2014 TEMPORARY USE PERMIT NO. 14-003

DATE: MARCH 11, 2014

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 24 and 25, 2014.

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, maintenance and other City services used to conduct this event. The amount necessary to be reimbursed is estimated to be approximately $10,000 for this year's event.

BACKGROUND:

The Strawberry Festival is an annual arts and crafts event hosted by the Arroyo Grande Village Improvement Association (AGVIA). This year marks the 31st 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 28th 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.

ANALYSIS OF ISSUES:

The Strawberry Festival and the Strawberry Stampede remain largely unchanged from last year, with the exception of increased time of road closures in the early morning hours. Vendor's tents and merchandise will be removed on Saturday evening and assembled again on Sunday morning. In order to operate the Strawberry Festival, the AGVIA has requested street closures and the use of City property as follows:

1. The closure of East and West Branch Street from Traffic Way to Mason Street from 5 am to 7 pm on Saturday, May 24th and 5 am to 6 pm on Sunday, May 25th.

2. The closure of Short Street from East Branch Street to Olohan Alley from 5 pm Friday, May 23rd until 6 pm, Sunday, May 25th.

3. The closure of Bridge Street from Branch Street to Traffic Way from 5 am Saturday, May 24th until 7 pm, Sunday, May 25th.

4. The closure of Nelson Street from Mason Street to Traffic Way from 5 am to 8 pm on Saturday, May 24th and from 5 am to 7 pm Sunday, May 25th.

5. The use of parking lots along Olohan Alley from Mason Street to Bridge Street from 5 pm Friday, May 23rd through 7 pm Sunday, May 25th.

6. The use of the Car Corral from 10 pm Friday, May 23rd to 7 pm, Sunday May 25th.

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 23rd to 7 pm Sunday, May 25th.

8. The use of lawns at Heritage Square from 4 pm Friday, May 23rd until 7 pm Sunday, May 25th.

9. The use of the Hart-Collette Park between Bridge Street and Traffic Way from 5 am Saturday, May 24th to 7 pm on Sunday, May 25th.

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 24th and Sunday, May 25th.

11. The use of the dirt lot at Rodeo Drive and West Branch Street for festival attendee parking on Saturday, May 24th and Sunday, May 25th.

12. The use of the City Hall parking lot at 300 E. Branch Street on Saturday, May 24th and Sunday, May 25th.

13. The use of the parking area along the creek fence on the south side of Olohan Alley behind Willis & Bennett from 6 am Thursday, May 23rd until 6 pm Monday, May 27th to accommodate trash roll-off placement.

14. 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 25th, 2014.

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

- Adopt the attached Resolution;
- Modify as appropriate and adopt the attached Resolution;
- 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 AGVIA. 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 up to 36 hours, which can be inconvenient to citizens and visitors.

ENVIRONMENTAL REVIEW:
In compliance with the California Environmental Quality Act (CEQA), the Community Development Department has determined that this project is Categorically 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 closure to all affected Village residents one week before the event. A second condition of approval requires the event organizers place an advertisement in the *Five Cities Times-Press Recorder* prior to the event to advise the public of street closures. Additionally, the Agenda was posted in front of City Hall on Thursday, March 6, 2014. The Agenda and report were posted on the City's website on Friday, March 7, 2014.

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 AUTHORIZING THE USE OF CITY PROPERTY AND CLOSURE OF CITY STREETS FOR THE ANNUAL ARROYO GRANDE STRAWBERRY FESTIVAL AND STAMPEDE ON MAY 24 AND 25, 2014; TEMPORARY USE PERMIT NO. 14-003

WHEREAS, the Arroyo Grande Village Improvement Association (AGVIA), organizers of the 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 AGVIA 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 AGVIA, 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 24 & 25, 2014

1. The closure of East and West Branch Street from Traffic Way to Mason Street from 5 am to 7 pm on Saturday, May 24th and 5 am to 6 pm on Sunday, May 26th.

2. The closure of Short Street from East Branch Street to Olohan Alley from 5 pm Friday, May 23th until 6 pm, Sunday, May 25th.

3. The closure of Bridge Street from Branch Street to Traffic Way from 5 am Saturday, May 24th until 7 pm, Sunday, May 25th.

4. The closure of Nelson Street from Mason Street to Traffic Way on from 5 am to 8 pm Saturday, May 24th and from 5 am to 7 pm Sunday, May 25th.

5. The use of parking lots along Olohan Alley from Mason Street to Bridge Street from 5 pm Friday, May 23th through 7 pm Sunday, May 25th.

6. The use of the Car Corral from 10 pm Friday, May 23th to 7 pm, Sunday May 25th.

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 23th to 7 pm Sunday, May 25th.

8. The use of lawns at Heritage Square from 4 pm Friday, May 23th until 7 pm Sunday, May 25th.

9. The use of the Hart-Collette Park between Bridge Street and Traffic Way from 5 am Saturday, May 24th to 7 pm on Sunday, May 25th.

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 24th and Sunday, May 25th.

11. The use of the dirt lot at Rodeo Drive and West Branch Street for festival attendee parking on Saturday, May 24th and Sunday, May 25th.

12. The use of the City Hall parking lot at the 300 E. Branch Street on Saturday, May 24th and Sunday, May 25th.

13. The use of the parking area along the creek fence on the south side of Olohan Alley directly behind Willis & Bennett from 6 am Thursday, May 22nd to 6 pm Monday, May 26th.

14. 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 25th, 2014 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 11th day of March 2014.

_____
JIM GUTHRIE, MAYOR PRO TEM

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. 14-003

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 24 and 25, 2014.

General Conditions

1. The Arroyo Grande Village Improvement Association (AGVIA) 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 AGVIA shall comply with all the conditions of the City Council Resolution adopted on February 25, 2014.
4. The AGVIA shall agree to defend, indemnify and hold 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 AGVIA 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 AGVIA of his/her obligations under this condition.
5. To the full extent permitted by law, AGVIA shall indemnify, defend and hold harmless the City, its agents, officers, and employees from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorney's fees and costs, court costs, interest, defense costs, and expert witness fees), where the same arise out of, are a consequence of, or are in any way attributable to, in whole or in part, this Temporary Use Permit except liability arising out of the proven sole negligence of the City.

Public Works Department Conditions

6. The AGVIA 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 AGVIA.
7. The AGVIA 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.
8. The AGVIA 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.
9. The AGVIA 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.

10. The AGVIA shall remove any tape placed on streets and parking areas after the event.

Engineering Division Conditions

11. Restroom facilities, barricades, signing and detour routes shall be provided by the AGVIA as required.
12. The AGVIA shall place an advertisement in the *Five Cities Times-Press Recorder* just prior to the event to advise residents of street closures.
13. The AGVIA shall provide a $1,000,000.00 comprehensive general liability insurance policy naming the City as additional insured by May 1, 2014.
14. The AGVIA 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

15. All food booths (cooking) must comply with the Fire Department guidelines, and must have County Health Department approval. The AGVIA will inform booth applicants of Fire Department guidelines, and will ensure total compliance of booth operators. The AGVIA will not allow non-compliant booths to operate.
16. 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.
17. 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 AGVIA 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.
18. 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.
19. Per the approval of the Fire Chief, there will be ambulance service dedicated to the event.
20. The use of generators must be reviewed and approved by the Building Official.
21. 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.
22. The AGVIA shall identify an individual to act as liaison with the Fire Department for the purpose of maintaining life and safety.
23. Prior to opening the event, the fire access road shall be posted. AGVIA shall provide continuous enforcement of the fire access road during the event.
24. The AGVIA 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.
25. The AGVIA shall pay the Fire Department for members and equipment assigned to the event.

Police Department Conditions

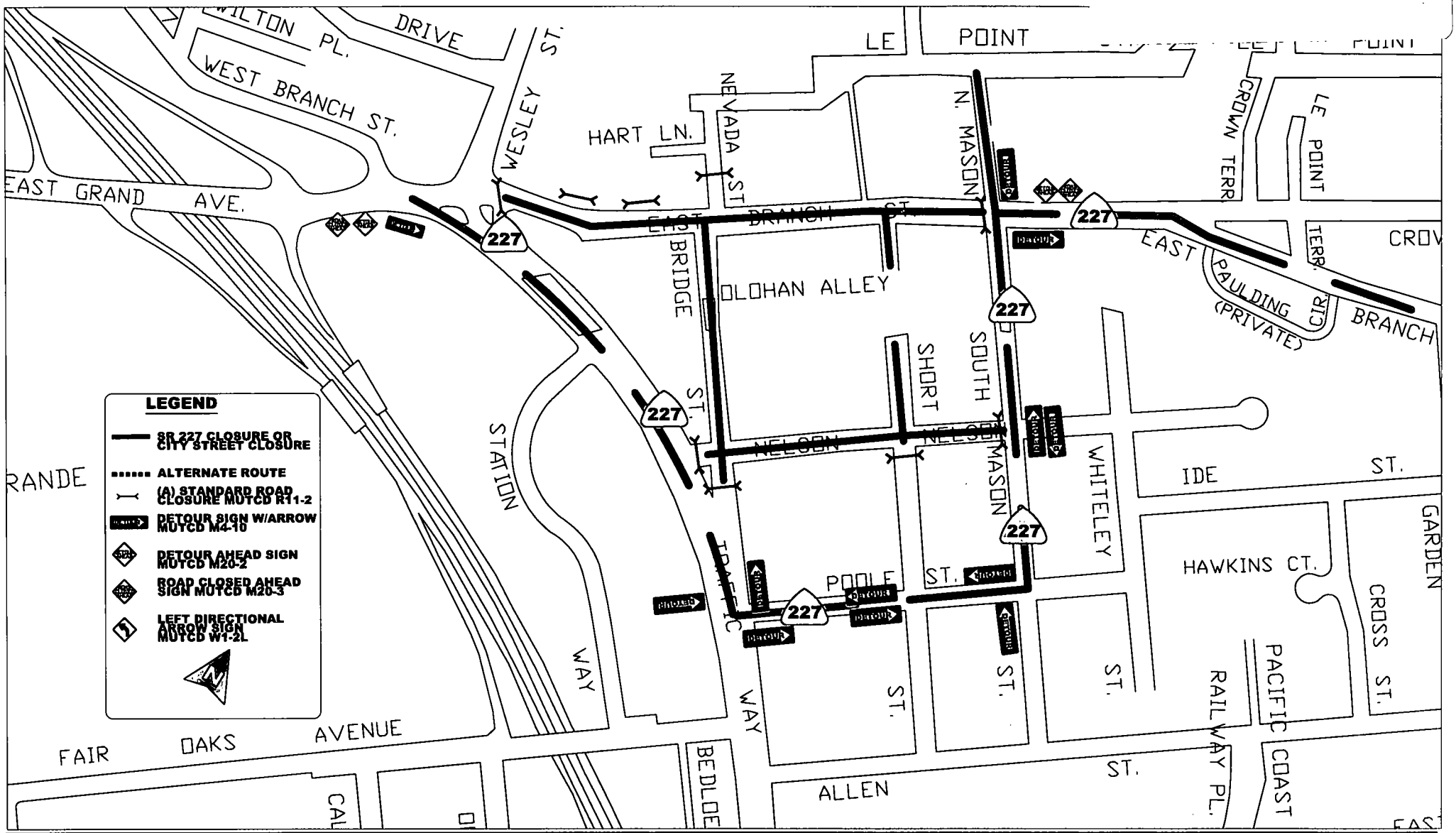
26. The AGVIA shall pay Police Department costs for officers assigned to the event.
27. All temporary "No Parking" signs shall be posted a minimum of 48 hours prior to event setup (by 5:00 am, Thursday, May 22, 2014).
28. A minimum of four (4) private "licensed" security personnel will be provided by the AGVIA. The AGVIA 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 assignments

    Minimum required security is one (1) officer stationed at Nelson & Bridge Street, two (2) officers assigned to the Swinging Bridge, and one (1) officer for patrol throughout the evening hours on Saturday, May 24, 2014.
29. Failure to provide private licensed security will result in AGPD Officers being assigned with expenses billed to the AGVIA.
30. The AGVIA shall provide and place all barricades, signs, and arrow boards.
31. The AGVIA shall replace all delineators that are stolen, misplaced, or vandalized.

Special Conditions

32. 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.
33. The AGVIA 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 AGVIA 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 AGVIA 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.
36. There shall be no parking on the north side of Poole Street and Allen Street from Mason Street to Traffic Way through Saturday, May 24th and Sunday, May 25th.
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 24th until 7 pm Sunday, May 25th.
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. Vehicles may turn left onto Mason Street from the far right lane.

ATTACHMENT 1



REV.	DESCRIPTION:	DATE:	APPD. BY:

DESIGN FIRM:

SEAL:

DESIGNED BY: DRAWN BY: CHECKED BY:

PREPARED UNDER THE DIRECTION OF:

SCALE: HORIZ. NONE VERT. NONE

RECOMMENDED BY: / / ENGINEERING / STREETS / UTILITIES DATE

APPROVED BY: DATE

CITY OF ARROYO GRANDE

STRAWBERRY FESTIVAL 2013
BRANCH STREET
ROAD CLOSURE PLAN

REFERENCE NO.

SHEET: OF

The Village of Arroyo Grande
unique shopping & dining · antiques · historic landmarks · free parking

Arroyo Grande Village Improvement Association
P.O. Box 1526 • Arroyo Grande, CA 93421
Phone: (805) 473-2250 • Fax: (805) 473-0345

ATTACHMENT 2

January 6, 2014

Steve Adams, City Manager
City of Arroyo Grande
300 East Branch St.
Arroyo Grande, CA 93420

Dear Mr. Adams:

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 24 & 25, 2014

1. The closure of Branch St. from Traffic Way to Mason St. from 5 am to 7 pm on Saturday, May 24 and 5 am to 6 pm on Sunday, May 25.

2. The closure of Short St. from Branch St. to Olohan Alley from 5 pm Friday, May 23, to 6 pm, Sunday, May 25.

3. The closure of Bridge St. from Branch Street to Traffic Way from 5 am on Saturday, May 24 until 7 pm on Sunday, May 25.

4. The closure of Nelson St. from Mason St. to Traffic Way from 5 am to 8 pm on Saturday, May 24 and from 5 am to 7 pm on Sunday, May 25.

5. The use of the parking lots along Olohan Alley from Mason St. to Bridge St. from 5 pm Friday, May 23 through 7 pm Sunday, May 25.

6. The use of the Car Corral from 10 pm Friday, May 23 to 7 pm, Sunday May 25.

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 pm Friday, May 23 to 7 pm Sunday, May 25.

8. The use of the lawns at Heritage Square from 4 pm Friday, May 23 until 7 pm Sunday, May 25.

9. The use of the Collette Park between Bridge St. and Traffic Way from 5 am Saturday, May 24 to 7 pm on Sunday, May 25.

10. The use of the five-acre lot next to the Woman's Club on West Branch St. for festival attendee parking on Saturday, May 24 and Sunday, May 25.

11. The use of the dirt lot at Rodeo Drive and West Branch Street for festival attendee parking on Saturday, May 24 and Sunday, May 25.

12. The use of the lot at City Hall at Mason and E. Branch St. on Saturday, May 24 and Sunday, May 25.

13. To accomodate trash rolloff placement, we request the use of the parking area along the creek fence on the South side of Olohan Alley directly behind Willis & Bennett from 6 am on Thursday, May 22 until Monday, May 25 at 6 pm.

The Arroyo Grande Village Improvement Association (A.G.V.I.A.) will provide the proper insurance policy to the City by May 1, 2014.

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

A.G.V.I.A. will install all delineators with "tow away, no parking" signs. They will be installed on Thursday, May 22 on all streets as outlined by the Police Dept. on Branch St., 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; Nevada St.; a portion of LePoint St.; the downhill side of Miller Way from Le Point St. to Miller Circle; Crown Terrace between LePoint St. and Crown Hill; East B ranch 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. Also, the off ramp exit to North HWY. 101 from Branch Street will have four delineators. We will also install delineators in all Village parking areas we have authority to use.

The A.G.V.I.A. will replace delineators that are stolen, misplaced, or vandalized.

The A.G.V.I.A. will provide Swinging Bridge security as needed.

Thank you for your consideration.
Sincerely,

Bob Lund, Executive Director
Arroyo Grande Village Improvement Association