



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Community Development Director

BY: Shayna Gropen, Assistant Planner

SUBJECT: Temporary Use Permit 24-003; Authorization for Closure of City Streets, Use of City Property, and Sale of Alcohol for the 85th Annual Arroyo Grande Valley Harvest Festival, Friday and Saturday, September 27-28, 2024; Location – Heritage Square Park and Olohan Alley

DATE: June 25, 2024

RECOMMENDATION:

- 1) Adopt a Resolution approving Temporary Use Permit 24-003, authorizing closure of City streets and use of City property for the 85th annual Arroyo Grande Valley Harvest Festival and authorizing a fee waiver of \$405.30; and
- 2) Find the action exempt from the California Environmental Quality Act pursuant to Section 15304 of the CEQA Guidelines.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The applicant is requesting a waiver of application fees for the Temporary Use Permit, which totals \$405.30. Due to the annual nature of the request, the staff time required to review the proposal and prepare the staff report is minimal compared to a one-time event. In addition, the City is a co-sponsor of the event; therefore, it is recommended that the fee waiver be approved.

The Festival is categorized as a large traffic event in the Comprehensive Fee Schedule. The cost for staff hours, as well as the procurement and installation of water barricades and signage, totals approximately \$34,618, and is included in the City's operating budget.

BACKGROUND:

Arroyo Grande held its inaugural Harvest Festival in 1937, a two-day event coordinated by the Woman's Club. The Festival, which took place at a nearby elementary school, showcased food, craft booths, and entertainment for the local community. The event was conducted in the classrooms, and a children's pet parade was also held on Saturday. The Woman's Club managed the Festival for several years until community supporters were

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tasked with overseeing the organization in 1946. Since then, the event has been held every year, except for 2020 and 2021, when it was canceled due to the COVID-19 pandemic. The event resumed in 2022, and this year the applicant is seeking similar arrangements for the Festival.

ANALYSIS OF ISSUES:

The 85th Annual Arroyo Grande Valley Harvest Festival is scheduled for Friday, September 27, 2024, from 4:00 pm until 8:00 pm, and Saturday September 28, 2024, from 10:00 am until 4:00 pm. Setup will begin on Thursday, September 26, 2024, at 5:00 pm and cleanup will end early Sunday morning, September 29, 2024. The festival will feature a variety of activities such as entertainment, food, games, craft booths, contests, and a parade. The Harvest Festival proposes to include alcohol sales in Olohan Alley on Friday and Saturday, September 27 and 28, 2024. A form of identification to be determined by the Police Department, such as wristbands, will be used to identify participants that are 21+ years of age, and no alcohol will be permitted beyond Olohan Alley.

Part of the application for a Temporary Use Permit is to allow for the sale and consumption of alcohol at the 2024 Harvest Festival. The request for alcohol sales necessitates the approval of a Temporary Use Permit by the City Council. The City Council approved permits for alcohol at similar festival and concert events previously, and no issues associated with the alcohol sales were reported to the Police or Community Development Departments.

The applicant is requesting that the City Council allow the sale of alcohol at the Event as an additional amenity to Event patrons. The benefits identified by the applicant include increased revenue from alcohol sales beyond those realized through the sale of food, non-alcoholic drinks, and activities at the Event, as well as the establishment of additional promotional opportunities with new partners.

The City may approve a temporary use permit for the sale of alcohol at the event by operation of AGMC § 16.16.090. The City may authorize a fee waiver through the authority found in City Council Resolution 3760, adopted and approved July 13, 2004.

Festival Areas

- Heritage Square Park;
- Short Street from Nelson Street to the Swinging Bridge and from East Branch Street to Centennial Park;
- Nelson Street from Mason Street to Bridge Street;
- Bridge Street from the Lucia Mar Unified School District parking lot to Branch Street;

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- Olohan Alley from Bridge Street to Mason Street; and
- City Hall parking lot at 300 East Branch Street.

The area devoted to the festival remains unchanged from previous years. Kiwanis Park has previously been used solely for extra seating but is not designated as a staging or booth area for this year's festival. A map showing the festival's designated areas within the City is provided as Attachment 3.

Parade

The parade route will start at the junction of West Branch Street and Traffic Way, head east through the Village center, then turn south onto South Mason Street, and conclude at Poole Street. Parade participants will disperse on South Mason Street between Poole and Allen Streets.

The parade staging areas will include:

- West Branch Street from the Shell Station to Rodeo Drive;
- Old Ranch Road from West Branch Street to the east end of the five-acre City owned dirt lot at the northeast corner of the intersection of Old Ranch Road and West Branch Street, including use of the lot; and
- West Branch Street between Old Ranch Road and the South County Regional Center

Road closures needed for the parade route, staging areas and detour routes include:

- West Branch Street from Rodeo Drive to East Branch Street;
- Wesley Street between Larchmont and West Branch Street;
- East Branch Street from Traffic Way to Mason Street;
- South Mason Street from East Branch Street to Poole Street;
- Old Ranch Road from West Branch Street to the end of the City owned property;
- North Mason from Le Point Street to East Branch Street;
- Bridge Street from Branch Street to Traffic Way;
- Short Street from the Swinging Bridge to Nelson Street to be designated handicapped parking.

The road closures are proposed from 8:00 am until noon on Saturday, September 28, 2024. No-parking enforcement will commence at 8:00 am, except for the staging area. The staging area is requested to close at 8:00 am, with no-parking enforcement beginning at 7:00 am. The detour route around the City via East Cherry Avenue, West Branch Street and Huasna Road remains unchanged from previous years. The City will begin arranging road closures at 6:00 am on Saturday, September 28, beginning with the lower volume roadways and intersections.

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Attachment 4 depicts the location of proposed road closures and detour routes associated with the parade. This map will be widely distributed in advance of the event, including direct mailings to Village businesses and surrounding neighborhoods along the parade route.

The 2011 Harvest Festival Parade introduced an additional detour route by opening the gate at the top of Miller Way, between Miller Way and Emerald Bay Drive. This detour was established for use by affected residents of the Miller Way, Miller Court, Le Point Street, and West Le Point Street areas only. Neighborhood residents will receive notification of the additional detour. No issues have been identified because of this additional detour route, and it has been included as part of this year's event.

Attendee Identification

The Event does not require the sale of entrance tickets like other events where alcohol is consumed. Therefore, the screening process to ensure lawful consumption is necessary. This will be closely monitored to ensure only persons of legal drinking age will be able to buy and consume alcohol. The applicant will ensure that vendors serving alcohol have completed the Responsible Beverage Service Training Program from the ABC to prevent service of alcohol to underage or intoxicated individuals and monitor for proper identification.

Trash and Recycling

If authorized for the sale of alcohol, the potential for increased trash and recyclable material increases. Therefore, the applicant will be required to add at least 2 more temporary/cardboard trash and recycling receptacles, with a trash liner, and place them at appropriate locations around Olohan Alley. At the end of each event, the bags of material will be placed near the sidewalk so that City Public Works staff can more easily load them onto a truck for disposal and recycling.

Fee Waiver

The applicant is requesting a waiver of application fees for the Temporary Use Permit, which totals \$405.30. If approved, this waiver would result in the loss of \$405.30 in revenue. Revenue from application fees is used to offset the costs of processing the application. The Council has the authority to approve fee waiver requests, and has approved them for this event in past years. Due to the annual nature of the request, the staff time required to review the proposal and prepare the staff report is minimal compared to a one-time event. In addition, the City is a co-sponsor of the event. Application fees for this event are recommended to be waived pursuant to Resolution 3760 (Attachment 2), which established policies to waive permit application fees for certain annual temporary events meeting the following criteria:

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- The applicant is a local non-profit organization;
- The group/organization donates at least 50% of its budget to support programs/activities within the City of Arroyo Grande or the Five Cities Area;
- Proceeds from the event or activity will be used for a specific City of Arroyo Grande or Five Cities area public project, program, or cause;
- The event or activity is organized and operated by non-paid volunteers; and
- The event or activity is open to the public.

The temporary use permit fee being waived is \$405.30. Historically, fees and costs for this event have been waived because the City has served as co-sponsor of the event.

The staff hours needed for the event are as follows:

- 94 Police Department overtime hours;
- 72 Public Works overtime hours;
- 7 Community Development regular hours; and
- 35 Recreation Department regular hours
- 4 Five Cities Fire Authority overtime hours;

The proposed event meets the criteria stated above; therefore, it is recommended that the fee waiver be approved.

ALTERNATIVES:

1. Adopt a Resolution approving Temporary Use Permit 24-003, authorizing closure of City streets and use of City property for the 85th Annual Arroyo Grande Valley Harvest Festival, Friday and Saturday, September 27-28, 2024, including an authorization to waive the application fee;
2. Modify and adopt a Resolution, but do not authorize waiver of the application fee;
3. Modify as appropriate and adopt the Resolution, approving Temporary Use Permit 24-003;
4. Do not adopt the attached Resolution; or
5. Provide other direction to staff

ADVANTAGES:

The Festival, currently in its 85th year, stands as a cherished tradition within the community. The Festival celebrates the city's heritage, fosters community spirit, brings people together, raises funds for local organizations, and provides family-friendly entertainment.

DISADVANTAGES:

The closure of streets will impact parking and traffic conditions and necessitate the allocation of City resources to uphold safety standards.

ENVIRONMENTAL REVIEW:

In compliance with the California Environmental Quality Act (CEQA), it has been determined that this project is Categorically Exempt per Section 15304(e) of the CEQA Guidelines regarding minor temporary uses of land. Specifically, a Class 4 exemption, applies to minor public or private alterations in the condition of land, water, and/or vegetation where the project does not involve removal of healthy, mature, scenic trees except for forestry and agricultural purposes. (State CEQA Guidelines, § 15304.) Further, none of the exceptions to the Class 4 exemptions set forth in State CEQA Guidelines section 15300.2 apply.

PUBLIC NOTIFICATION AND COMMENTS:

The event organizers are required to place an advertisement in the September 12, 2024, edition of The New Times advising residents of street closures. The event organizers are required to mail or hand deliver the map depicting street closures and detours to every property located within the area where street closures will occur. The event organizers are also required to mail or hand deliver a notification of the opening of the gate between Emerald Bay Drive and Miller Way to every property accessed from Miller Way. The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. Resolution
2. City Council Resolution 3760
3. Festival Areas
4. Road Closure and Detour Map