



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Director of Community Development

BY: Patrick Holub, Associate Planner

SUBJECT: Temporary Use Permit 24-006 Authorizing Temporary Closure of Branch Street for Halloween in the Village from 3:00 PM to 7:00 PM Tuesday, October 31, 2024; Applicant - Cheers! Arroyo Grande

DATE: September 24, 2024

RECOMMENDATION:

1) Adopt a Resolution approving Temporary Use Permit 24-006 authorizing the closure of East and West Branch Streets to accommodate Halloween in the Village; and
2) Determine that this project is categorically exempt per Section 15304(e) of the CEQA Guidelines regarding minor temporary uses of land.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The applicant is required to pay for all costs associated with the event. The [Comprehensive Fee Schedule](#)¹ that became effective January 16, 2023, includes a fee for a Small Traffic Event of \$5,570 and is collected in addition to the Temporary Use Permit application fee of \$386. Lastly, a 2% technology fee and a 3% General Plan Update fee are applied, bringing the total amount due for this event to \$6,442.80. These costs have been deemed necessary to ensure the safety and security of event attendees.

BACKGROUND:

Halloween in the Village as an event began informally and operated without official permits or City involvement until 2007. The large crowds and corresponding traffic concerns led the City to require the event organizer to obtain a permit that outlined the safety procedures and street closures necessary to ensure the event would foster a secure and organized environment for attendees. One measure that has been implemented is the closure of West Branch to traffic which enables families to safely cross the street. *Cheers! Arroyo Grande* applied for a permit to continue the annual Halloween

¹ <https://www.arroyogrande.org/DocumentCenter/View/3914/Citywide-Master-Fee-Schedule-PDF?bidId=>

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in the Village celebration. The event is intended to provide a safe daytime environment for families to trick or treat while highlighting businesses in the Village.

Staff Advisory Committee (SAC)

The SAC, which is comprised of staff including from the Police, Fire, Public Works, and Community Development departments, discussed the project at its meeting on August 28, 2024. The SAC was supportive of the event and recommended the City Council approve the application with conditions of approval included in the Resolution.

ANALYSIS OF ISSUES:

The Temporary Use Permit authorizes street closures from 3:00pm to 7:00pm on the day of the event, which is proposed from 4:00pm to 6:00pm, and imposes conditions and safety measures to increase pedestrian safety during the event. By limiting occurrences of pedestrian and vehicular interactions during the event, crowds of children and families are able to safely gather and walk on both sides of the four-block core of the Village. Prior to the implementation of street closures, unsafe conditions such as overcrowded sidewalks and crossings of uncontrolled intersections were common. The successful implementation of street closures and safety measures over the previous ten (10) events has led to a positive community celebration and no reported incidences of accident or injury.

The closure of West and East Branch Street from Traffic Way to Mason Street will be implemented through the following measures:

- Physical closure of Branch Street between West Branch at Traffic Way and East Branch at Mason Street with barricades;
- The placement of “No Parking” signs mounted on delineators 48 hours in advance of the event on West and East Branch Streets;
- No parking for a small section at the corner of Mason Street and Nelson Street (to allow turning movement for commercial trucks);
- Closure of intersections or major driveways onto East and West Branch Street, including the Car Corral and Nevada Street;
- Closure of Bridge Street between Olohan Alley and Branch Street;
- Implementation of a detour which routes automobile and truck traffic onto Traffic Way, Nelson Street and Mason Street; and
- Delineating a widened turning lane on East Branch Street at Mason Street for commercial trucks.

ALTERNATIVES:

1. Adopt the Resolution approving Temporary Use Permit 24-006;
2. Modify and adopt the Resolution approving Temporary Use Permit 24-006;
3. Do not adopt the Resolution, or
4. Provide other direction to staff.

Item 9.h.

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ADVANTAGES:

Full street closure provides a safe environment for participants and allows community members to safely cross the street, thus helping the event to operate efficiently and without incident.

DISADVANTAGES:

“No Parking” restrictions and the closure of sections of Branch Street will have an impact on traffic and parking conditions. Motorists unfamiliar or unaware of the event will have to use detours to travel to their destinations, which may increase travel time.

ENVIRONMENTAL REVIEW:

The project is categorically exempt from the California Environmental Quality Act (“CEQA”) under the Class 4 exemption, which 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. No vegetation removal or other alterations to the environment will occur because the event takes place on Branch Street, a paved street within an urbanized area. This project is categorically exempt per Section 15304(e) of the CEQA Guidelines regarding minor temporary uses of land.

PUBLIC NOTIFICATION AND COMMENTS:

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

ATTACHMENTS:

1. Proposed Resolution
2. Event Map