



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Community Development Director

BY: Shayna Gropen, Assistant Planner

SUBJECT: Temporary Use Permit 24-007 Authorizing Use of Heritage Square Park for the 2024 Arroyo Grande Beer and Wine Festival

DATE: October 8, 2024

RECOMMENDATION:

- 1) Adopt a Resolution approving Temporary Use Permit 24-007 authorizing the use of Heritage Square Park for the 2024 Arroyo Grande Beer and Wine Festival; 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:

No direct impact is anticipated as a result of this event. The applicant will cover the application fees. Additionally, the project stipulates that the applicant must provide sufficient restrooms and trash facilities for the event. The applicant will reimburse City-related expenses incurred, which are expected to be minimal, if any.

BACKGROUND:

Cheers Arroyo Grande submitted an application for a Temporary Use Permit to utilize Heritage Square Park for a beer and wine festival to be held on Saturday, November 9, 2024. The proposed event is called the Arroyo Grande Beer and Wine Festival (Attachment 2). The net proceeds will go towards costs for Halloween in the Village, which is also organized by the applicant. Any remaining proceeds will be donated to support the installation of Christmas lights on buildings in the Village. The proposed event is expected to attract a substantial number of participants to Heritage Square Park in the Village.

A proposal for an event on City property, along with the request to reserve street parking adjacent to the event site, requires the approval of a Temporary Use Permit. Furthermore, the service and consumption of alcohol at Heritage Square Park may be permitted solely by City Council Resolution and is contingent upon the issuance of a public safety and welfare permit by the Chief of Police. The purpose of the Temporary Use Permit is to ensure that the event is conducted in a manner that is compatible with the surrounding

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area and provides a successful experience for the applicant, attendees, neighbors, and the City. This event, which was successfully held in 2023, replaced the "Beer Feast," previously hosted at Heritage Square Park from 2016 to 2019.

Staff Advisory Committee

The Staff Advisory Committee (SAC) reviewed the proposed project on September 7, 2024. Members of the SAC, which includes staff from Police, Fire, and Public Works, reviewed various aspects of the project and determined that there would be no anticipated problems with parking, neighbors, or security. The SAC supported the project, provided it meets the conditions of approval outlined in the prepared Resolution.

ANALYSIS OF ISSUES:

Event Description

The applicant proposes to utilize Heritage Square Park between the hours of 6:00 am and 8:00 pm, with the event occurring between the hours of 12:00 pm and 4:00 pm. The hours outside of the event will be used for set-up and tear-down of the event. The applicant indicates this event will include approximately thirty (30) breweries, fifteen (15) wineries, three food vendors, and live music. The number of tickets available for the event will be limited to 700. As required by the Department of Alcoholic Beverage Control, waist-high fencing will be installed at the back of the adjacent sidewalks to close the event, and only persons 21 years of age and older will be admitted. Live music is proposed at the Rotary Bandstand during the event. The applicant will provide security as approved by the Police Department.

Parking

The applicant is not requesting to reserve parking in City-owned lots, as is usually done for other Village events. Instead, they are requesting to reserve street parking immediately adjacent to the park for loading and unloading equipment, beverages for breweries and wineries, and attendees' pickup and drop-off by designated drivers, rideshare services, or other transportation arrangements.

Attendee Identification

The event will be accessible only to ticket holders. Presale tickets will be available, with additional tickets sold at the event. Attendees who have paid for beer and wine tastings will receive wristbands indicating their participation status. Designated drivers, who are allowed to attend and enjoy food, will receive a different wristband and will not receive a tasting glass. Individuals under 21 years old and those without wristbands will not be permitted to enter the event area. Private security will be on hand to remove anyone found in the event without the proper wristbands.

Restrooms

The applicant must ensure there are sufficient restrooms in addition to those available at Heritage Square Park. Previous events at the park have included extra portable

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restrooms on Short Street next to the venue. The event map (Attachment 3) indicates three (3) restrooms outside the fenced area to meet this requirement.

ALTERNATIVES:

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

1. Adopt the Resolution approving TUP 24-007;
2. Modify and adopt the Resolution approving TUP 24-007;
3. Do not adopt the Resolution; or
4. Provide other direction to staff.

ADVANTAGES:

This event will offer a platform for local breweries and wineries to present their products, enhancing the City's visibility and stimulating economic activity within the community. Additionally, net proceeds from the event will be allocated to Halloween in the Village, and the applicant will donate any remaining balance to support the installation of Christmas lights on buildings in the Village.

DISADVANTAGES:

The event is expected to attract a substantial crowd where alcohol consumption will occur, potentially leading to noise disturbances for nearby residents and an increased risk of impaired driving. To address these concerns, conditions of approval will include notifying residents and providing incentives for designated drivers. These measures are intended to mitigate potential negative impacts and ensure the event's success. Staff feedback indicated that no specific negative issues were reported from last year's event.

ENVIRONMENTAL REVIEW:

The festival is categorically exempt from the California Environmental Quality Act ("CEQA") under Section 15304(e) of the CEQA Guidelines, 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. Specifically, subsection (e) exempts temporary uses in land having negligible or no permanent effects on the environment. The event is proposed at Heritage Square Park which is an established park that regularly accommodates events of this size, scale, and duration.

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. Additionally, the applicant shall mail or hand deliver notification of the event to all properties between Bridge Street and Whitely Street from Branch Street to Allen Street at least one week before the event.

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ATTACHMENTS:

1. Proposed Resolution
2. Applicant Letter
3. Event Map