



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Director of Community Development

BY: Shayna Gropen, Assistant Planner

SUBJECT: Authorize the Village Holiday Parade and Jingle Bell Dash on December 1, 2024 (TUP 24-008) and Find the Action Categorically Exempt from CEQA

DATE: November 12, 2024

RECOMMENDATION:

- 1) Adopt a Resolution approving Temporary Use Permit 24-008 authorizing the closure of streets and the Arroyo Grande Village Holiday Parade and Jingle Bell Dash to take place in the Village; and
- 2) Find the action exempt from CEQA pursuant to Section 15304 of the CEQA Guidelines.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The expenses associated with the street closures for this event align with those of a medium road closure, amounting to \$15,866 as outlined in the City's fee schedule effective January 16, 2024. As this is a City-sponsored event, the City will assume responsibility for these costs. In an effort to offset expenses, the City charges an entry fee of twenty-five dollars for the parade and is also pursuing sponsorship opportunities.

BACKGROUND:

The Arroyo Grande Holiday Parade is a longstanding tradition, having been established by Eddie El Helou, former owner of Broadway Jewelers, in 2003. This event was traditionally held on the Sunday immediately following Thanksgiving, until the City Council directed the event to occur on the first Sunday of December. Historically, the City has co-sponsored the parade; however, beginning in 2022, the City has taken on the role of sole applicant due to the unavailability of a community sponsor.

ANALYSIS OF ISSUES:

This year's event is proposed to be held on December 1, 2024, which is both the first Sunday in December and the Sunday following Thanksgiving. The event will include two separate events utilizing the same road closure: the Jingle Bell Dash and the Holiday Parade. The Jingle Bell Dash is a running race for the community's youth, utilizing the

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closed portion of Branch Street in the Village. Jingle bells will be given to all participants to attach to their shoes and the race will be run in a horseshoe pattern with increasing distances for older age groups. There will be five (5) separate categories with ages ranging from Preschool to 6th grade. Registration for the Jingle Bell Dash will begin at 3:30 pm. The races will begin at 4:15 pm and conclude at 4:45 pm to allow enough transition time for the parade to begin at 5 pm. Staging for the event will occur in Olohan Alley.

The proposed route for the Holiday Parade will begin with staging starting at the west end of Olohan Alley and the parade will officially begin upon the eastbound entrance to Mason Street, before turning north to East Branch Street. The parade will then continue on East Branch Street, westbound onto West Branch Street, finally turning north on Wesley Street and into the Bank of America parking lot.

The parade route requires the following traffic control from 3:00 pm to 8:00 pm on December 1, 2024:

1. "No Parking" restrictions and the closure of Olohan Alley from Bridge Street to Mason Street;
2. "No Parking" restrictions and the closure of Branch Street from Mason Street to Wesley Street;
3. "No Parking" restrictions and the closure of Bridge Street from Nelson Street to Branch Street;
4. Closure of Wesley Street from Branch Street to Larchmont Drive;
5. Closure of Nevada Street from Branch Street to Le Point Street;
6. Closure of Mason Street from Nelson Street to Branch Street;
7. Closure of Le Point Street from Nevada Street to Miller Way;

Staff is proposing the "No Parking" restrictions in Olohan Alley to begin at 12:00 pm and conclude at 8:00 pm on December 1st. A map depicting road closures, detour routes and event areas is included as Attachment 2, and the "No Parking" restrictions will be posted a minimum of 72 hours ahead of the event.

ALTERNATIVES:

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

1. Adopt a Resolution approving Temporary Use Permit 24-008 authorizing the closure of streets and the Arroyo Grande Holiday Parade and Jingle Bell Dash to take place in the Village; or
2. Provide other direction to staff.

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ADVANTAGES:

The Holiday Parade and Jingle Bell Dash provide a traditional and cherished community event, offering residents and visitors opportunities to celebrate and experience the holiday season in the Village.

DISADVANTAGES:

“No Parking” restrictions and the closure of sections of Branch Street, Olohan Alley and portions of Wesley Street will have an impact on traffic congestion and parking. Motorists driving in the area surrounding the parade route will have to use detours to get to their destinations, which may increase travel time.

ENVIRONMENTAL REVIEW:

The authorization of the Holiday Parade and Jingle Bell Dash and closure of City streets 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. (State CEQA Guidelines, § 15304.) The Class 4 exemption applies to this project because it involves a minor temporary use of land having negligible or no permanent effects on the environment. Specifically, the project involves an eight-hour closure of certain streets and parade involving negligible to no permanent effects on the environment.

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 and Road Closure Map