



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Community Development Director

BY: Patrick Holub, Associate Planner

SUBJECT: Consider a Resolution Approving TUP 22-015; Authorize the Village Holiday Parade & Jingle Bell Dash on December 4, 2022; Approve Street Closures in the Village; & Find the Action Categorically Exempt from CEQA Pursuant to Section 15304(e)

DATE: November 22, 2022

SUMMARY OF ACTION:

Approval of the Temporary Use Permit will authorize the Holiday Parade in the village and allow staff to implement safety measures, including closure of: East and West Branch Streets between Traffic Way and Mason Street; Olohan Alley; and the portion of Wesley Street between West Branch Street and Larchmont Drive.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

As a City event, there are no fees required for the permit or street closures. Staff costs are estimated to total approximately \$12,100 and hours needed for the event include:

1. 30 Public Works overtime hours;
2. 78 Police Department overtime hours; and
3. 70 Recreation Department regular hours.

RECOMMENDATION:

Adopt a Resolution approving Temporary Use Permit 22-015 authorizing the Holiday Parade in the village and approving the closure of City streets.

BACKGROUND:

The Arroyo Grande Holiday Parade had been held for several decades, started by Eddie El Helou, previous owner of Broadway Jewelers in 2003, traditionally on the Sunday immediately following Thanksgiving. The event was not held in 2020 due to the

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Coronavirus pandemic. The City has traditionally co-sponsored this event; however, this year, the City is acting as the sole applicant due to a lack of a community sponsor.

ANALYSIS OF ISSUES:

This year's event is proposed to be held on December 4, 2022, the Sunday one week after Thanksgiving, based on community input regarding the scheduling of the event. The Arroyo Grande Recreation Department published a survey requesting community input regarding the date and time of the event. Responses to the survey indicated overwhelming support for the event to take place on December 4th to begin at 5pm rather than 6pm. In past years, there have been event sponsors from the community; however, this year, the event is proposed to be organized by City staff with two sponsorships to date totaling \$750.

This year's 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 road race for the community's youth, utilizing the 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 eight (8) separate categories with ages ranging from Pre-K to 6th grade. The races will begin at 4:00pm and conclude at 4:45pm to allow enough transition time for the parade to begin. Staging for the event will occur in the Bank of America parking lot. Information regarding the event has been included as Attachment 2.

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 and finally turning north on Wesley Street. The parade is proposed to conclude at the Bank of America parking lot to facilitate pick up of parade participants.

The parade route requires the following traffic control from 3:00pm to 8:00pm on December 4, 2022:

1. "No Parking" restrictions and the closure of Olohan Alley from Bridge Street to Mason Street;
2. Closure of Branch Street from Mason Street to Wesley Street;
3. Closure of Wesley Street from West Branch Street to Larchmont Drive

City staff is proposing the "No Parking" restrictions in Olohan Alley to begin at 12:00pm and conclude at 8:00pm on December 4th. A map depicting road closures, detour routes and event areas is included as Attachment 3, and the no parking restrictions will be posted a minimum of 72 hours ahead of the event.

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ALTERNATIVES:

1. Adopt a Resolution approving Temporary Use Permit 22-015 authorizing the Village Holiday Parade and approving the closure of City streets;
2. Modify and adopt a Resolution approving Temporary Use Permit 22-015 authorizing the Village Holiday Parade and approving the closure of City streets;
3. Do not adopt a Resolution approving Temporary Use Permit 22-015 authorizing the Village Holiday Parade and approving the closure of City streets; or
4. Provide direction to staff

ADVANTAGES:

The parade serves as a community event that allows citizens and visitors to celebrate the holiday season with organized activities 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:

In accordance 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 because it is a minor temporary use 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. Additionally, City staff will be contacting affected property owners and businesses located in the area of street closures.

Attachments:

1. Proposed Resolution
2. Jingle Bell Dash Event Information
3. Road Closures, Detours and Event Map