



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Community Development Director

BY: Shayna Gropen, Assistant Planner

SUBJECT: Consideration of Temporary Use Permit 23-006; Authorizing Closure of City Streets and Use of City Property for the 84th Annual Arroyo Grande Valley Harvest Festival, Friday and Saturday, September 29-30, 2023; Applicant – Jim Guthrie

DATE: July 25, 2023

SUMMARY OF ACTION:

Approval of the permit will authorize the use of City property and closure of City streets for the annual Arroyo Grande Valley Harvest Festival (Harvest Festival or Festival) on September 29 and 30, 2023.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

Application fees for this event are recommended to be waived pursuant to Resolution 3760 (Attachment 4), which established policies to waive permit application fees for certain annual temporary events meeting the following criteria:

- 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 \$302. 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:

1. 94 Police Department overtime hours;
2. 72 Public Works overtime hours;
3. 7 Community Development regular hours; and
4. 35 Recreation Department regular hours
5. 4 Five Cities Fire Authority overtime hours;

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The cost for this staff time is estimated to total approximately \$8,000 and is included in the City's operating budget.

RECOMMENDATION:

Adopt a Resolution approving Temporary Use Permit 23-006, authorizing closure of City streets and use of City property for the 84th annual Arroyo Grande Valley Harvest Festival and authorizing a fee waiver of \$302.

BACKGROUND:

Arroyo Grande's first Harvest Festival took place in 1937 as a two-day celebration organized by the Woman's Club. The Festival was hosted by a local elementary school and featured food, craft booths, and entertainment for the community. The event was held in the classrooms and a children's pet parade also took place on Saturday. The Woman's Club ran the Festival for a number of years, until community supporters were asked to take over organization efforts in 1946. The event has operated annually ever since, with the exception of 2020 and 2021 when the Festival was cancelled due to COVID-19 pandemic. Event coordinators request similar accommodations for the event this year.

ANALYSIS OF ISSUES:

The 84th Annual Arroyo Grande Valley Harvest Festival is scheduled for Friday, September 29, 2023, from 4:00 pm until 8:00 pm, and Saturday September 30, 2023, from 10:00 am until 4:00 pm. Setup will begin on Thursday, September 28, 2023, at 5:00 pm and cleanup will end early Sunday morning, October 1, 2023. Activities at the Festival will include entertainment, food, games and craft booths, contests, and a parade. The Harvest Festival proposes to include alcohol sales in a contained section of Olohan Alley on Friday and Saturday, September 29 and 30, 2023. 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 this demarcated section of Olohan Alley.

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;
- 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, with the exception of Kiwanis Park. Kiwanis Park is not to be considered a part of the festival area

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due to damage the park sustained during recent storm events. Kiwanis Park has previously only been utilized as additional seating and has not been included as a staging or booth area in previous years. A map depicting the areas of the City utilized for the festival is included as Attachment 2.

Parade

The parade route will run from the intersection of West Branch Street and Traffic Way, travel east through the Village center, turn south on South Mason Street, and end at Poole Street, with parade dispersal to occur 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; and
- Nelson Street from Mason to Traffic Way.

The road closures are requested from 8:00 am until noon on Saturday, September 30, 2023, with no-parking enforcement beginning at 8:00 am, with the exception of 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 30, beginning with the lower volume roadways and intersections.

Attachment 3 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.

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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. Residents of these neighborhoods will be notified of the additional detour. No issues have been identified as a result of this additional detour route, and it has been included as part of this year's event.

ALTERNATIVES:

1. Adopt a Resolution of the City Council of the City of Arroyo Grande approving Temporary Use Permit 23-006, authorizing closure of City streets and use of City property for the 84th Annual Arroyo Grande Valley Harvest Festival, Friday and Saturday, September 29-30, 2023;
2. Modify and adopt a Resolution of the City Council of the City of Arroyo Grande approving Temporary Use Permit 23-006, authorizing closure of City streets and use of City property for the 84th Annual Arroyo Grande Valley Harvest Festival, Friday and Saturday, September 29-30, 2023;
3. Do not adopt the attached Resolution; or
4. Provide other direction to staff

ADVANTAGES:

The Festival, now in its 84th year, is a tradition in the community. The Festival celebrates the City's heritage, fosters a sense of community, brings families and friends together, provides fundraising opportunities for local organizations, and provides quality family-oriented entertainment.

DISADVANTAGES:

The closure of streets will have an impact on parking and traffic conditions and requires the expenditure of City resources in order to ensure safety.

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.

PUBLIC NOTIFICATION AND COMMENTS:

The event organizers are required to place an advertisement in the September 11, 2023 edition of The Tribune 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, Miller

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Court, the 200 and 100 blocks of Le Point Street, and W. Le Point Street. All information regarding traffic impacts will be posted prominently on the City website and social media pages. Additionally, staff will utilize the City's message boards to inform members of the public of the road closures and detours. The Agenda was posted at City Hall and on the City's website in accordance with Government Code 54954.2.

Attachments:

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