



## MEMORANDUM

**TO:** City Council

**FROM:** Brian Pedrotti, Community Development Director

**BY:** Patrick Holub, Associate Planner

**SUBJECT:** Consider a Resolution Approving TUP 23-012; Authorize the Village Holiday Parade & Jingle Bell Dash on December 3, 2023; Approve Street Closures in the Village; and Find the Action Categorically Exempt from CEQA Pursuant to Section 15304(e)

**DATE:** November 28, 2023

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### **SUMMARY OF ACTION:**

Approval of the Temporary Use Permit will authorize the Arroyo Grande 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:**

The staff costs associated with the street closures for this event are equivalent to a medium road closure event, which has a cost of \$15,866 per the City's recently adopted fee schedule set to take effect on January 16, 2024. As a City event, the City is responsible for costs associated with the event. The City is seeking sponsorships to help offset the cost of the event.

### **RECOMMENDATION:**

Adopt a Resolution approving Temporary Use Permit 23-012 authorizing the Arroyo Grande Holiday Parade and Jingle Bell Dash in the Village and approving the closure of 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 City has traditionally co-sponsored this event; however, starting last year, the City has acted as the sole applicant due to the lack of a community sponsor.

**Item 9.c.**

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#### **ANALYSIS OF ISSUES:**

This year's event is proposed to be held on December 3, 2023, the Sunday one week after Thanksgiving, based on community input regarding the scheduling of the event. The Recreation Services Department published a survey in 2022 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 3<sup>rd</sup> and to begin at 5:00 pm rather than 6:00 pm. The City has received one sponsorship for this event totaling \$1,000.00.

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 6<sup>th</sup> grade. Registration for the Jingle Bell Dash will begin at 3:30 pm. The races will begin at 4:30 pm and conclude at 4:50 pm to allow enough transition time for the parade to begin. 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 and 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 3, 2023:

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 12:00 pm and conclude at 8:00 pm on December 3<sup>rd</sup>. A map depicting road closures, detour routes and event areas is included as Exhibit B to the proposed Resolution, and the no parking restrictions will be posted a minimum of 72 hours ahead of the event.

#### **ALTERNATIVES:**

1. Adopt a Resolution approving Temporary Use Permit 23-012 authorizing the Village Holiday Parade & Jingle Bell Dash and approving the closure of City streets;

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2. Modify and adopt a Resolution approving Temporary Use Permit 23-012 authorizing the Village Holiday Parade & Jingle Bell Dash and approving the closure of City streets;
3. Do not adopt a Resolution approving Temporary Use Permit 23-012 authorizing the Village Holiday Parade & Jingle Bell Dash and approving the closure of City streets; or
4. Provide direction to staff.

**ADVANTAGES:**

The parade & Jingle Bell Dash 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:**

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.

**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