

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda date: 7/6/10

Reviewed by: BP

SUBJECT: Request by Solano Avenue Association for:

1. A Street Event permit to temporarily close Solano Avenue on Sunday, September 12 for the 2010 Solano Stroll; and
2. Waiver of fees for paramedic services, police overtime, maintenance services and supplies, and permit.

REPORT BY: Ann Chaney, Community Development Director

STAFF RECOMMENDATION

That the Albany City Council:

1. Direct staff to issue a no fee Street Event permit to the Solano Avenue Association for the 2010 Solano Stroll scheduled for Sunday, September 12, 2010 between 7:00 a.m. and 7:00 p.m. (Event is 10:00 a.m. to 6:00 p.m.); and
2. Waive fees for paramedics to be on-site from 9:00 a.m. to 6:30 p.m., police overtime and city maintenance services.

DISCUSSION/ANALYSIS

The Solano Avenue Association (SAA) submitted a Street Event - Encroachment Permit request to the Community Development Department. According to the City's Master Fee Schedule, City Council approval is required for "group permits for special activities occurring in the public right-of-way (e.g., Solano Stroll)".

This year's event will be on September 12, 2010 and the permit would cover the time period of 7:00 a.m. to 7:00 p.m. and will extend along Solano Avenue from San Pablo Avenue east to the Berkeley border. As in years past, it is expected that the Executive Director, Allen Cain, will meet with Police and Community Development staff members to discuss any changes that might be anticipated for this year's event. This type of meeting is important to ensure that the City's maintenance crew and police department are adequately prepared.

Stroll organizers are to be commended for past policies of not allowing vendors to sell alcoholic beverages. As part of this permit, the Albany Police Department would like to reinforce this policy by requesting that Stroll organizers post signs (e.g., on barricades) reminding Stroll goers that "This is a non-alcohol event." In addition, Stroll organizers are encouraged to take steps to discourage public alcohol consumption. This would not

apply to legitimate open air restaurants and cafes, whether located on private or public property. In essence, the consumption of alcohol should be discouraged in public spaces. Because no major changes are anticipated, staff is again recommending that the City Council direct staff to issue a “no fee” Street Event permit for the 2010 Solano Stroll.

SAA is requesting a waiver for fees for paramedic service (from 9:00 a.m. to 6:30 p.m.), as well as police and city maintenance services during the event. These requests have been granted by the City Council in the past.

SUSTAINABILITY IMPACT

The Solano Stroll is often referred to as a mile long block party where the street is closed from San Pablo Avenue to The Alameda for virtually an entire day. The absence of motorized vehicles helps promote the concept of using alternative modes of travel and reduce carbon emissions to reach and enjoy commercial shopping areas. Event organizers expect to have free valet bicycle parking at the vacant lot near 1254 Solano at Masonic. In addition, a number of exhibitors promote sustainable activities (e.g., recycling, water conservation, composting, and creek restoration).

A healthy local economy is part of the City of Albany’s vision statement and a City Council goal for 2010-12. The Solano Stroll exposes an estimated hundreds of thousands of people to the businesses on Solano Avenue, and revenues from the event help support business enhancement programs throughout the year.

FINANCIAL IMPACT

City support for the Solano Stroll includes a \$5,000 contribution from its community promotions allocation, the waiver of permit fees, and provision of services. The City provides a number of services to the Solano Stroll that include \$1,900 in fee waivers for paramedic services, \$7,500 for police overtime, and \$7,000 for maintenance services (\$6,000) and supplies (\$1,000). These costs are estimates. The permit fee for this street event is \$131.09 per the Master Fee Schedule. Thus, the City’s estimated financial support in services, fees and contribution total \$21,531.09.

Attachment

Street Event Application for the Solano Stroll (includes description) from Allen Cain, SAA Executive Director