

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

Agenda date: 6/20/11

Reviewed by: JRL

**SUBJECT:** Request by Solano Avenue Association for:

1. A Street Event permit to temporarily close Solano Avenue on Sunday, September 11 for the 2011 Solano Stroll; and
2. Waiver of fees for paramedic services, police overtime, maintenance services and supplies, and permit, and funding request.

**REPORT BY:** Ann Chaney, Community Development Director

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**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 2011 Solano Stroll scheduled for Sunday, September 11, 2011 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, police overtime and city maintenance services, and authorize allocation of \$5,000 to support the Stroll.

**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)". Attached to the Encroachment Permit Application is a General Event Description and Schedule of Events.

This year's event will be on September 11, 2011 and the theme will be "Unsung Heroes". 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. This year's Stroll will be the first time the event is subject to Ordinance 8-7.2, which prohibits the possession of an open container of any alcoholic beverage in public places, places open to the public and places open to public view. As part of this permit, the Albany Police

Department would like to reinforce this law by requesting that Stroll organizers post signs (e.g., on barricades) reminding Stroll goers that “This is a no alcohol event per City Ordinance 8-7.2”. 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.

Stroll organizers must clearly post the standard NO PARKING/TOW AWAY signs so there is no confusion or ability for legal issues to arise from persons parking on Solano Avenue the night before the event.

SAA is requesting a waiver of fees for paramedic services, as well as police and city maintenance services, during the event. These requests have been granted by the City Council in the past. 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 2011 Solano Stroll.

The City has also supported the Stroll over the years with an allocation of \$5,000. This year the SAA is requesting \$6,000. Due to budget constraints, staff recommends against increasing the allocation, and for maintaining the \$5,000 level.

### **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).

### **FINANCIAL IMPACT**

The City provides a number of services to the Solano Stroll at City expense that includes the following, which are based on staff time costs per the Master Fee Schedule:

Fire – Paramedic Unit	2 persons/8 hours each = \$ 2,044
Police –	9 officers/1 dispatch person/10 hours each = \$12,775 (does not include 3-4 volunteer reserve officers that will be used)
Public Works -	Friday (before Stroll) 3 persons/8 hours each = \$ 1,746
	Sunday (Stroll day) 6 persons/12 hours each = \$ 5,238
	Materials (estimated) <u>\$ 1,225</u>
	\$ 8,209

The permit fee for this street event is \$131.09 per the Master Fee Schedule. The City’s estimated costs in services, fees, and financial support total \$28,159.09. However, it should be noted that

some of these costs may include existing staffing, as opposed to additional “out of pocket” expenses.

Attachment

Street Event Application for the Solano Stroll submitted by Allen Cain, SAA Executive Director