

Council/Agency Meeting Held: _____	City Clerk's Signature
Deferred/Continued to: _____	
<input type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied	
Council Meeting Date:                      3/21/05	Department ID Number:              CS05-012

**CITY OF HUNTINGTON BEACH  
REQUEST FOR CITY COUNCIL ACTION**

**SUBMITTED TO:** HONORABLE MAYOR AND CITY COUNCIL MEMBERS

**SUBMITTED BY:** *Penelope Culbreth Graft*  
PENELOPE CULBRETH-GRAFT, CITY ADMINISTRATOR

**PREPARED BY:** JIM B. ENGLE, COMMUNITY SERVICES DIRECTOR *JBE*

**SUBJECT:** APPROVE ADDITIONAL BUDGET ALLOCATION AND PARKING REVENUE FOR THE 2005 4<sup>TH</sup> OF JULY FIREWORKS SHOW AND ROAD CLOSURE RESOLUTIONS FOR ALL EVENTS *Res. No. 2005-25 and 26*

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 HUNTINGTON BEACH  
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Statement of Issue, Funding Source, Recommended Action, Alternative Action(s), Analysis, Environmental Status, Attachment(s).

**Statement of Issue:** On November 15, 2004, Council approved relocating the 2005 Fourth of July Fireworks to the Municipal Pier. There is a need to increase the existing budget to cover the additional costs of the relocation, address revenues to help offset costs, and approve road closure resolutions for the Fourth of July celebration.

**Funding Source:** 4<sup>th</sup> of July Fund Reserves; funds to be replaced with revenues generated from event sponsorships, parking revenue, and participation fees.

**Recommended Actions:** Motions to:

- 1) Adopt Resolution No.2005-*25*, A Resolution of the City Council of the City of Huntington Beach Authorizing Street Closure for the Fourth of July;
- 2) Adopt Resolution No.2005-*26*, A Resolution of the City Council of the City of Huntington Beach Requesting Caltrans Approve the Closing of Pacific Coast Highway for the Huntington Beach Fourth of July Parade and Fireworks;
- 3) Authorize an additional budget allocation of \$128,440 from the 4<sup>th</sup> of July Fund reserves to cover the additional costs of relocating the fireworks to the Pier as follows: \$51,570 into Overtime Accounts #20445803.53000; \$2,582 into Permanent Salaries Account #20445803.51000; \$1,598 into Temporary Salaries Account #20445803.52000; \$69,690 into Contractual Services Account #20445803.69450; and \$3,000 into 20445803.63000 for equipment and supplies; said costs to be offset by revenues generated by Fourth of July Executive Board and parking revenue surcharge;
- 4) Approve a \$10 surcharge to the daily parking fee for South Beach, and an \$8 surcharge to the daily parking fee for Pier Plaza parking lots on July 4, 2005, said surcharge to be used to help offset the extra Fourth of July costs. The daily public parking fees for the beach and Pier Plaza lots would be \$20 per auto;

*E-10*

## REQUEST FOR ACTION

MEETING DATE: 3/21/05

DEPARTMENT ID NUMBER:CS05-012

- 5) Approve charging the Council-approved \$12 daily maximum fee at the Main Promenade Parking Structure upon entering, instead of the Council-approved \$1.50 per hour (\$12 maximum) upon exiting; and
- 6) Approve partial closure of the Pier at 5:00 AM and full closure at 5:00 PM, as well as use of a portion of the Pier for a ticketed, VIP area from 5:00 PM until conclusion of the fireworks.

### Alternative Action(s):

- 1) Do not approve the budget appropriation for fireworks at the beach; such action would mean that the fireworks would be conducted at Huntington Beach High School or Council could cancel the fireworks show;
- 2) Do not approve parking surcharge;
- 3) Increase the parking fee for the Main Promenade Parking Structure to \$20, instead of the Council-approved \$12 daily maximum for July 4 to be consistent with the beach and Pier Plaza lots; and/or
- 4) Do not approve a VIP seating area on the Pier.

### Analysis:

On November 15, 2004, Council directed staff to locate the 2005 4<sup>th</sup> of July fireworks to the Pier. Since that time, staff and the 4<sup>th</sup> of July Board have met to develop an implementation plan based upon last year's experience. Fireworks at the Pier were not anticipated in the approved 2005 budget and an additional budget allocation of \$128,440 is required to offset the costs. The increase is due to an expanded public safety plan and direct fireworks show costs. All 4<sup>th</sup> of July celebration costs are offset by funds raised by the 4<sup>th</sup> of July Executive Board (Board) and the proposed parking surcharge.

### EMERGENCY RESPONSE:

Overall, the 2004 fireworks at the Pier were successful. There were no major public safety incidents. However, due to vehicle and pedestrian gridlock, there were significant concerns from public safety regarding the ability to effectively respond to emergencies. To address emergency response, the following logistical adjustments will be made for 2005:

- 1) The Police will close Pacific Coast Highway from Beach Boulevard to Goldenwest Street in the evening starting as early as 7:00 PM, and reopened when traffic has been dispersed, no later than midnight. This will help to get vehicles out of the parking lots after the event, provide a safer environment for pedestrians, and increase emergency access. A contracted traffic control company will assist the Police with road closure at an estimated cost of \$9,450. Public Works staff will oversee the work of the contractor and coordinate with Police. "No Parking" signs will be posted on Pacific Coast Highway between Beach Boulevard and Goldenwest Street for the entire day of July 4.
- 2) Huntington Street will be closed at 7:00 PM to through traffic from Pacific Coast Highway to Atlanta Avenue to provide an emergency response corridor. There will be uninterrupted access for residents of the mobile home park. Hotel guests will be able to access the hotels at Pacific View Drive and Beach Boulevard.

## REQUEST FOR ACTION

MEETING DATE: 3/21/05

DEPARTMENT ID NUMBER:CS05-012

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- 3) Additional message boards will be placed at major arterials and along the detour route at an estimated cost of \$150 per sign. Ten signs are recommended for a total estimated cost of \$1,500.
- 4) A paramedic unit will be stationed in the area. Two paramedics and one ambulance driver will staff the unit. One fire engine will be stationed at the Pier.
- 7) A team of two paramedics on quads will be assigned to provide emergency response on the beach.
- 8) Three arson vehicles staffed with three investigators and two investigator trainees will be patrolling the beach and downtown.
- 8) As was done last year, a dedicated emergency access lane will be secured by Police and Marine Safety on the beach, parallel to the beach path throughout the day.
- 9) Increased Marine Safety costs are anticipated based on last year's experience. People remained in the water longer in anticipation of the event last year. It took longer to close the beach after the event ended and staff was unable to go off duty until approximately midnight. Lifeguard towers needed to remain open later than usual. As was done last year, Marine Safety will also enforce a safe distance between recreational boats and the fireworks.
- 10) Main Street will be closed to vehicular traffic following the parade. The Board plans to work with the local merchants to provide family activities downtown during the day. These activities will finish no later than 8:00 PM in order to accommodate increased pedestrian traffic following the conclusion of the event. The city will rent water-filled barricades and Public Works staff will provide the set-up and take-down of this closure. The first two blocks of Main Street will remain closed until crowds are dispersed, no later than midnight.

### PROGRAM/OPERATIONAL ISSUES:

The 2005 fireworks will be launched from the end of the Pier. Last year's decision to use a barge was an attempt to minimize the impact to the downtown following the conclusion of the show. As it turned out, the overall turnout to the event resulted in large crowds from south of Beach Boulevard to Seapoint. There appeared to be no adverse impact on the downtown in relation to the other areas of the beach. For this reason and because problems with using a barge last year compromised the quality of the show and public safety, a stationary show at the end of the Pier is seen to be a better alternative.

The fireworks will require two days of setup. On Sunday, July 3, a section of the Pier will be closed to the public, although access will be open to all concessionaires. Emergency access will be maintained through the use of a 15-foot corridor down the middle of the Pier. Private security will be provided at the setup site from the beginning of setup until the conclusion of the fireworks show.

# REQUEST FOR ACTION

MEETING DATE: 3/21/05

DEPARTMENT ID NUMBER:CS05-012

On July 4, the Pier will be partially closed from the gates to just past the Kite Connection and Surf City Store concessions starting at 5:00 AM. It will be fully closed at 5:00 PM. In 2004, VIP seating was sold for the Pier. For 2005, the Board is considering having a small section on the Pier reserved for sponsors only, and selling paid seating for a maximum of 500 people at \$15 each.

The Planning Department acts as the local agency for the California Coastal Commission. It has determined that the event does not require a Coastal Development Permit because it is less than one day in duration and significantly less than 25 percent of the seating would be used for VIPs as the entire beach is open to the public for viewing.

A patriotic evening program will be held at Pier Plaza. The fireworks show will be 20 minutes long. The budget for the actual fireworks is \$50,000 with an additional \$10,000 for production equipment such as sound, entertainment or bleachers.

Road Closures - Numerous road closures are required to accommodate 4<sup>th</sup> of July events including the run, parade, and fireworks. A Council-adopted resolution (Attachment No. 2) must be submitted to Caltrans to close Pacific Coast Highway. Another resolution (Attachment No. 3) needs to be adopted to close local streets to accommodate the parade and related activities.

Beach Maintenance - The Beach Maintenance Operation will use a combination of part-time and permanent staff to address the beach, Pier and restroom cleanup after the fireworks show. Based on last year's experience, the projected additional cost is \$1,718.

## Expense Summary - Additional, Unbudgeted Expenses:

Production	\$60,000
Police	\$40,000
Fire	\$5,452
Marine Safety	\$6,500
Public Works	
Staff time for road closure	\$1,000
Contracted road closure	\$9,450
Signs	\$1,500
Water barricades	\$1,000
Beach Maintenance	\$1,718
Parking	<u>\$1,820</u>
<b>TOTAL ADDITIONAL COSTS</b>	<b>\$128,440</b>

## REVENUE:

In 2004, the Board successfully raised all of the revenue to offset additional costs of \$111,436. Overall, the Board raised over \$401,000. The 4<sup>th</sup> of July Fund has a balance of

# REQUEST FOR ACTION

MEETING DATE: 3/21/05

DEPARTMENT ID NUMBER:CS05-012

\$118,000. The Board is confident that sufficient revenue to cover all costs will be generated from sponsorships, entry fees, donations and, if approved, a parking surcharge.

Parking Surcharge – The Board is recommending an increase to the daily parking fee at the beach and Pier Plaza to a flat rate of \$20, with the increased revenue applied to fireworks expenses. This would be a \$10 increase in the fee charged for beach parking and an \$8 increase Pier Plaza parking and the downtown parking structure. In 2004, the parking fee for July 4 was increased to \$15. The amount charged over the regular fee was applied to costs for the fireworks show. The 2004 increase generated an additional \$10,724 in revenue; it is projected that the surcharge this year would generate approximately \$20,000 to help offset costs.

This year, the fee for parking in the Main Promenade Parking Structure will be collected as vehicles enter the structure, rather than upon exiting. Last year, the Police directed staff to open the parking gates at the structure and allow cars to leave without paying. This was due to the problems that the congestion created in the streets and parking structure. Paying as autos enter will help alleviate this issue; therefore, staff is recommending charging \$12 per auto, which is the maximum flat fee previously approved by Council for major holidays. Information flyers will be handed out prior to the holiday to merchants and, on July 4, provided to parking patrons on entering the parking structure in an effort to inform the public and reduce inconvenience. The parking lots will be open until 7:00 PM. Traffic backup from cars waiting to enter and exit the parking lots at PCH and Beach Boulevard created problems in the past; Police will be working with the State Beach to mitigate traffic issues at this location.

Council Policy Regarding Requests For An Appropriation of Funds – As adopted by the City Council in March 1998, all requests for appropriation of General Funds must meet one of the following criteria: 1) The request is for an unanticipated emergency; 2) The request is required to implement labor negotiations; or 3) The required funds will be offset by related new revenues. This request meets criteria #3 in that the Board has committed to raising funds to reimburse additional costs for the fireworks event.

Environmental Status: NA

### Attachment(s):

City Clerk's Page Number	No.	Description
6	1.	Fiscal Impact Statement
8	2.	Resolution Requesting Caltrans Approve the Closing of Pacific Coast Highway for the Huntington Beach Fourth of July Parade and Fireworks Res. No. 2005-25
10	3.	Resolution Authorizing Street Closure for the Fourth of July Res. No. 2005-26

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# **ATTACHMENT #1**

E-10.6



CITY OF HUNTINGTON BEACH

INTERDEPARTMENTAL COMMUNICATION

To: Penelope Culbreth-Graft, City Administrator

From: Dan Vilella, Finance Officer

Subject: FIS 2005 - 10 Approve Additional Budget Allocation and Parking Revenue for the 2005 4<sup>th</sup> of July Fireworks Show and Road Closure Resolution for all Events

Date: March 7, 2005

As required by Resolution 4832, this Fiscal Impact Statement has been prepared for "Approve Additional Budget Allocation and Parking Revenue for the 2005 4<sup>th</sup> of July Fireworks Show and Road Closure Resolution for all Events".

If the City Council approves this action (total appropriation \$128,440), the estimated unreserved Fund Balance of the Fourth of July Fund will be reduced to zero. There is an available fund balance of \$118,000. This balance, along with new parking revenue authorized in the RCA will fully fund this appropriation.

Dan Vilella,  
Finance Officer

E-10.7

# **ATTACHMENT #2**

*E-10.8*

RESOLUTION NO. 2005-25

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF HUNTINGTON BEACH REQUESTING CALTRANS  
APPROVE THE CLOSING OF PACIFIC COAST HIGHWAY FOR THE  
HUNTINGTON BEACH FOURTH OF JULY PARADE AND FIREWORKS

WHEREAS, the City of Huntington Beach has organized an annual 4<sup>th</sup> of July Parade and Fireworks since 1904 and desires to use a portion of Pacific Coast Highway for the 2005 Parade; and

The community event requires the closure of Pacific Coast Highway, which requires the approval of CalTrans,

NOW, THEREFORE, IT IS HEREBY RESOLVED that the City Council of the City of Huntington Beach requests that CalTrans approve the closure of Pacific Coast Highway from Beach Boulevard to Goldenwest Street on Monday, July 4, 2005 from 5:00 a.m. to 2:00 p.m. for the parade and from 7:00 p.m. to midnight for the fireworks.

PASSED AND ADOPTED by the City Council of the City of Huntington Beach at a regular meeting thereof held on the \_\_\_\_\_ day of \_\_\_\_\_, 2005.

\_\_\_\_\_  
Mayor

REVIEWED AND APPROVED:

*Louise Culbertson*  
City Administrator

APPROVED AS TO FORM:

*Jennifer M. Smith* *KS 2/16/05*  
City Attorney

INITIATED AND APPROVED:

*Jim B. Eagle*  
Director of Community Services

**ATTACHMENT #3**

*E-10.10*

RESOLUTION NO. 2005-26

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF HUNTINGTON BEACH AUTHORIZING STREET  
CLOSURE FOR THE FOURTH OF JULY

WHEREAS, the City of Huntington Beach sponsors an annual Fourth of July Parade and related activities; and

The Fourth of July Parade and related activities draw large crowds which create pedestrian and vehicle conflicts; and

The City Council has reviewed the submitted street-closure plan and has determined that street closures are necessary to accommodate the Fourth of July Parade and related activities and for the safety and protection of persons who might use said streets;

NOW, THEREFORE, the City Council of the City of Huntington Beach does hereby resolve, determine and find as follows:

SECTION 1. The parade/run route and parade formation areas designated below shall be closed to all vehicular traffic, including bicycles, except parade vehicles, on Monday, July 4, 2005, from 5:00 a.m. to 2:00 p.m.

PARADE FORMATION AND DISBANDING AREA

Main Street	between Clay Avenue and Garfield Avenue
Walnut Avenue	between 10th Street and Main Street
Gothard Street	between Main Street and Clay Avenue
Olive Avenue	between 10th Street and 6th Street
Orange Avenue	between 10th Street and 6th Street
Pecan Avenue	between 9th Street and 6th Street
9th Street	between Olive Avenue and Orange Avenue
8th Street	between PCH and Acacia Avenue
7th Street	between PCH and Acacia Avenue

PARADE / RUN ROUTE

Pacific Coast Highway	between Beach Boulevard and Goldenwest Street
Main Street	between PCH and Clay Avenue
Palm Avenue	between Main Street and Lake Street
11th Street	between Main Street and Lake Street
12th Street	between Main Street and Lake Street
Yorktown Avenue	between Main Street and Lake Street
17th Street	between Main Street and Adams Avenue

Goldenwest will be barricaded at Walnut Avenue, Olive Avenue, Orange Avenue, Acacia Avenue and Palm Avenue. The southbound left-turn pocket will be barricaded on Goldenwest Street at Yorktown Avenue.

Portions of the public right of way immediately adjacent to the parade route may be closed for crowd control, the erection of bleachers or other purposes as deemed necessary by City officials.

PASSED AND ADOPTED by the City Council of the City of Huntington Beach at a regular meeting thereof held on the \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_.

\_\_\_\_\_  
Mayor

REVIEWED AND APPROVED:

*Penelope Cullum*  
City Administrator

APPROVED AS TO FORM:

*Jennifer M. Grant*  
City Attorney  
2/14/05

INITIATED AND APPROVED:

*John Eagle*  
Director of Community Services

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