

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: 6/18/2007	Department ID Number: ED 07-17

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

SUBMITTED TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

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

PREPARED BY: STANLEY SMALEWITZ, DIRECTOR OF ECONOMIC DEVELOPMENT *SS*

SUBJECT: ADOPTION OF A RESOLUTION TO AUTHORIZE THE CLOSING OF MAIN STREET TO VEHICULAR TRAFFIC FOR SURF CITY NIGHTS

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

Statement of Issue: The California Department of Transportation requires an approved Council resolution to close the first block of Main Street for special events. This is part of the Council-approved pilot program expansion for Surf City Nights on Main Street, once a week on Tuesday evenings.

Funding Source: Not applicable.

Recommended Action: Motion to: Adopt Resolution No. 2007- 36, A Resolution of the City Council of the City of Huntington Beach authorizing the Closing of Main Street to Vehicular Traffic for Surf City Nights, once a week on Tuesday evenings for one year, once the Encroachment Permit is issued by the California Department of Transportation.

Alternative Action(s): Do not adopt a resolution to close Main Street for Surf City Nights.

Analysis: Certain special events require the closure of portions of Main Street in the downtown area in the interest of public safety, crowd access, and event operation. The California Department of Transportation (CalTrans) requires a City Council resolution (Attachment 1) declaring the city's intention to close the first block of Main Street in order to issue a permit for the closure. A CalTrans permit is needed at this location because Pacific Coast Highway is a state highway with turn pockets onto Main Street.

At its December 4, 2006 meeting, Council adopted resolutions for street closures for 2007, including those for Main Street. The expansion of Surf City Nights is in response to the success of the adopted pilot program for the three month trial closure of Main Street on Tuesday evenings. On May 22, 2007 City Council approved the appropriation of funds to

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continue Surf City Nights on a long term basis. The Downtown Business Improvement District voted to utilize their funds to help subsidize the program; they view the trial period as a success in bringing in families to the downtown and have reported a 25%- 35% increase in sales on Tuesdays. Currently, Surf City Nights event occurs on Main Street between Walnut and Orange Avenues. In order for the project to gain longevity, it is critical that it expand to the first block which improves the profitability for the farmer's market operator, and decreases the overall expense to the City and the Downtown Business Improvement District.

The times of the day listed in the resolution, 2:00 PM to 11:00 PM, do not reflect the actual times of event but rather a time frame that will enable the city to fulfill the CalTrans requirement for closure.

Strategic Plan Goal:

This request meets goal L-4 to "create an environment that promotes tourism to increase revenues to support community services and transform the city's economy into a destination economy" by broadening the demographic of the downtown to include more families and visitors and increasing pedestrian foot traffic and sales for businesses.

Environmental Status: n/a

Attachment(s):

City Clerk's Page Number	No.	Description
3	1.	Resolution No. 2007- <u>36</u> , Authorizing Closure of Main Street for Surf City Nights.

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ATTACHMENT #1

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RESOLUTION NO. 2007-36

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF HUNTINGTON BEACH AUTHORIZING THE CLOSING
OF MAIN STREET TO VEHICULAR TRAFFIC FOR SURF CITY NIGHTS

WHEREAS, the City of Huntington Beach hosts several special events and related activities to promote visitation and tourism in the City; and

These special events and related activities occur on Main Street in the downtown area;
and

These special events and related activities draw large crowds which create pedestrian and vehicle conflicts; and

In order to promote public safety, the City Council has determined that the closure of Main Street during the special events listed hereinbelow is necessary 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 that Main Street shall be closed to all vehicular traffic, including bicycles on the dates and for the Special Events listed below. Closures shall be from 2:00 p.m. on the first day of the Special Event until 11:00 p.m. on the last day of the event, upon encroachment permit approval by Caltrans for one (1) year.

<u>Dates</u>	<u>Special Event</u>
Tuesdays (with the exception of July 3, 2007)	Surf City Nights

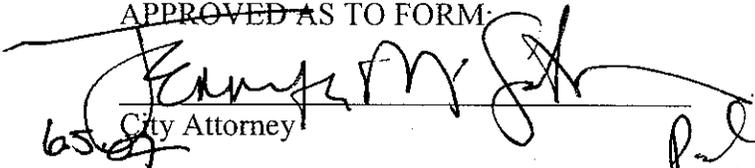
PASSED AND ADOPTED by the City Council of the City of Huntington Beach at a regular meeting thereof held on the _____ day of _____, 2007.

Mayor

REVIEWED AND APPROVED:


City Administrator

APPROVED AS TO FORM:


City Attorney

INITIATED AND APPROVED:


Director of Economic Development

Paul
6/4/07

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