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# CITY OF POMONA

## VEHICLE PARKING DISTRICT

### BOARD OF PARKING PLACE

### COMMISSIONERS

### STAFF REPORT

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February 8, 2018

Agenda Item No. 02-08-05

To: Chairman and Vehicle Parking District Commissioners

From: Kirk Pelser, Deputy City Manager *Pelser*

By: Joaquin Wong, Sr. Project Manager

**Subject: DOWNTOWN POMONA OWNERS ASSOCIATION'S REQUEST TO UTILIZE ALL VPD DOWNTOWN LOTS WITH THE EXCEPTION OF THE LOTS LEASED TO WESTERN UNIVERSITY, THE DAUMIER AND THE HELIX FOR THE ANNUAL 2018 CHRISTMAS PARADE PARKING; AND THE CITY'S REQUEST TO UTILIZE OFFICER SHAUN DIAMOND PLAZA AND LOT 10 FOR THE HOLIDAY AT THE PLAZA EVENT; AND WAIVE ALL VPD PARKING FEES ON DECEMBER 8, 2018.**

#### SUMMARY

**Recommendation** – That the Vehicle Parking District Board of Parking Place Commissioners:

- 1) Approve the DPOA's request to utilize all VPD Downtown lots (with the exception of the lots leased to Western University, the Daumier and the Helix) for the Annual Christmas Parade and parking; and the City to utilize Officer Shaun Diamond Plaza and Lot 10 for the Holiday at the Plaza event; and waive all VPD parking fees for the entire day on December 8, 2018.
- 2) Find that the event will benefit the VPD by increasing future parking patronage due to guests attending the event and becoming aware of available VPD public parking.

**Fiscal Impact** – The T2- IRIS System (EMS) audit reports show that the VPD generated an average of \$940 on a Second Saturday. This figure is based on Second Saturday daily parking revenues received over the last 13 months. Since the Annual Christmas Parade is wellattended, it is estimated that the parking lots would be more heavily utilized. Therefore, estimated revenues could be in the range of \$1,800.

**Previous Related Action** – In previous years the VPD Board of Parking Place Commissioners approved the DPOA's and City's requests to designate certain VPD parking lots for the Christmas Parade and the Holiday at the Plaza participant parking and

Request to use VPD Parking and Waive Parking Fees for the 2018 Pomona Christmas Parade and Holiday at the Plaza Event.

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staging at no cost. Additionally, the VPD has waived the parking fees and allowed the use of Officer Shaun Diamond Plaza in conjunction with these holiday events.

## **BACKGROUND / DISCUSSION**

The DPOA submitted a request to the VPD for the use of all Vehicle Parking District Parking Lots to stage and park the 2018 Christmas Parade. In addition, the City (the Community Services Department) is planning to host the Holiday at the Plaza event in Officer Shaun Diamond Plaza and Lot 10 in conjunction with the Parade. Both the DPOA and the City are requesting that VPD waive ALL parking fees for the entire day (day and night fees). Staff, however, is recommending that the lots leased to Western University, the Daumier Student Housing units and the Helix be excluded as they are used 24/7 by the respective lessees. Such exception has been the practice in previous years.

Although the VPD can waive fees in accordance to each event's period, this would be confusing to guests and cause multiple unexpected parking citations. Waiving the parking fees for the entire day will reduce confusion with parking fees and eliminate un-intended parking violations.

In years past, the VPD Commission saw this event as a benefit and service to the District and the Community, and thus waived the parking fees for the day.

Both the Christmas Parade and Holiday at the Plaza are scheduled to begin in the late afternoon and go to evening hours on a Second Saturday, when the Downtown is the most active. By waiving the parking fees for the day, the VPD will forego approximately \$1,800. However, the VPD's contribution (free parking) will demonstrate a good deed, which will shed a positive attitude towards the VPD throughout the year as well as benefit the citizens and visitors in Pomona.

Staging for the parade will begin at 12 noon and the Parade will begin at 6 pm. The Parade is anticipated to last approximately two and a half hours and conclude by 8:30 pm.

The Holiday at the Plaza set-up will start at 8 am and the festivities will begin at 4 pm and conclude at 9 pm. Clean-up is expected to be completed by 11 pm.

## **CONCLUSION**

Staff supports both the DPOA's and City's use of all VPD lots for the Christmas Parade and Holiday at the Plaza events. While the VPD revenue loss could potential be in an amount upwards of \$1,800, these events are major "City" events and benefit the citizens of Pomona.

Attachment: Special Event Application

## 2018 Pomona Christmas Parade

## City of Pomona | Community Services

499 E. Arrow Hwy

Pomona, California 91767

Phone: (909) 620-2301 | Fax: (909) 624-8752 | E-mail: roberto\_curiel@ci.pomona.ca.us

www.ci.pomona.ca.us

## Special Event Permit Application

Pomona City Code Sec. 24-3 provides that a completed Special Event Permit application, including all required documents such as proof of insurance, must be filed with the Community Services Department a minimum of **30 days prior** to the date of the event to allow for processing. Special Event Permits are required for events occurring on public property, either in part or whole. Events occurring on private property may require a Temporary Use Permit from the Planning Division.

An application must be reviewed and be approved by various City departments, including the Fire and Police Departments, before a permit can be issued. A Special Event Permit application that does not allow the administrative time required to process is subject to review by staff. An approval or denial recommendation by staff is made based on the complexity of the event and will be the final decision. Submission of application does not guarantee approval.

Submissions can be made in person, e-mail, or fax. E-mail and in-person submissions are preferred.

Event Title: 2018 Pomona Christmas Parade  
 Location: Downtown Pomona  
 Organization: Downtown Pomona Owners Association  
 Contact Name: Larry Egan Title: Exec. Director  
 Address: 119 W. 2nd Street, Pomona, CA 91766  
 Phone: 909-469-1121 Cell: 909-851-6536 Fax: 909-469-1120  
 E-mail: DowntownPomona@hotmail.com

## Event Dates/Times

Setup:	Date: <u>12/08/18</u>	Time: <u>4:00 pm</u>	Day of Week: <u>Sat</u>
Event Starts:	Date: <u>"</u>	Time: <u>6:00 pm</u>	Day of Week: <u>"</u>
Event Ends:	Date: <u>"</u>	Time: <u>8:00 pm</u>	Day of Week: <u>"</u>
Cleanup done by:	Date: <u>"</u>	Time: <u>10:00 pm</u>	Day of Week: <u>"</u>

## Event Description (required):

Community Christmas with 100+ participants

Estimated Attendance: Per Day: \_\_\_\_\_ Total: 5,000-8,000 Admission: \$ Free  
 Event Last Held: Date: 12/09/17 Location: Downtown Pomona or ☐ First-Time Event

## PLOT PLAN - REQUIRED

PLEASE ATTACH A PLOT PLAN OR GOOGLE™ AERIAL INDICATING YOUR SETUP WITH AS MUCH DETAIL AS POSSIBLE. APPLICATIONS WILL NOT BE PROCESSED WITHOUT A PLOT PLAN.

## FOOD AND BEVERAGES

A Temporary Health Permit is required anytime food or beverages will be served, whether sold or free, pre-packaged or prepared onsite. Please contact the Los Angeles County Department of Environmental Health at (626) 813-3326 for more information.

- 1) Will food or beverages be served at this event: YES NO
- 2) Please circle all that apply: Food Beverages Served Sold Pre-packaged Prepared Onsite
- 3) Type of food/beverage: Various - Mexican American, etc
- 4) Preparation method(s): Various - All LA County Health Dept. Approved
- 5) Will you provide a three-compartment sink? YES NO
- 6) Number of food booths present: 4-6

## ALCOHOL

If serving alcohol, an Alcoholic Beverage Control (ABC) permit is required. Pomona Police officers and/or additional security may be required. A copy of the ABC permit must be provided to Community Services and the Pomona Police Department. Liquor Liability Insurance must also be provided.

Alcohol to be served/sold: YES NO Type: \_\_\_\_\_ Service Times: \_\_\_\_\_

## BOOTHS/VENDORS/CONCESSIONAIRES

A list of all vendors must be submitted at least **two (2) weeks** prior to the event.

How many food booths/vendors will be present? 4-6  
How many information booths/tables will be present? 5  
How many non-food vendors/merchants will be present? 20

## STREET CLOSURES & PARKING

### Street/Lane Closures

All street and lane closures will require either:

- Hiring Pomona Police officers at \$90.00/hour/officer
- Implementation of a professional Traffic Control Plan (TCP) drafted by a certified traffic engineer. Plans must have a wet signature and seal, signed by the engineer. All TCP's will be reviewed by Public Works Engineering and may incur plan check review fees. Barricades must be placed at each intersection of the street closure and must be staffed at all times in the event of an emergency. Barricades must be removed immediately upon conclusion of the event or completion of clean up.

### Notification/Signatures

All closures will require notification and signatures to be obtained from affected residents and businesses, to be submitted at least **two (2) weeks** prior to the event. Signature sheets can be obtained from the Community Services website.

**"No Parking" Signs**

Type C3A signs indicating "ROAD CLOSED TO THRU TRAFFIC" AND "NO PARKING" signs must be obtained by applicant. The signs must be posted 72 HOURS PRIOR TO EVENT.

- 1) Street/Lane Closure: ☒ YES ☐ NO
- 2) Location: All of Downtown Pomona
- 3) Closure Time(s): 12pm - 11pm Various Locations
- 4) What kind of traffic control device be used (circle one)? Pomona Police Officers Traffic Control Plan

**Parking**

Where will event attendees/organizers/vendors park? All downtown VPD Lots & Streets

If a City-owned VPD Lot (Vehicle Parking District) is requested for downtown events, a VPD Lot Usage Request Form must be submitted, and can be obtained on the Community Services website. Please note that approval is not guaranteed, and all requests must be approved by the VPD Commission and/or its authorized representatives.

**POLICE, SECURITY AND EMERGENCY MEDICAL PERSONNEL**

Based on the nature of your event, the Pomona Police Department may require Pomona police officers and/or licensed security guards to be present at your event.

Will you be hiring licensed and bonded security guards? YES ☒ NO ☐ Qty: \_\_\_\_\_ Times: \_\_\_\_\_  
Will you be having emergency medical personnel present? ☒ YES ☐ NO Company: Care Ambulance

**CANOPIES, TENTS, STAGES, AMPLIFIED SOUND, AND GENERATORS**

Canopies: ☒ YES ☐ NO Qty: 3 Size(s): <sup>10 x 10</sup> 10 x 20 Tents: YES ☒ NO ☐ Qty: \_\_\_\_\_ Size(s): \_\_\_\_\_

Canopies/tents greater than 200 square feet in area will require a tent permit from Fire Prevention, (909) 620-2216.

Portable Stage: YES ☒ NO ☐ Qty: \_\_\_\_\_ Dimensions (required): \_\_\_\_\_

Stages higher than 30 inches will require an inspection and permit issued by Building and Safety, (909) 620-2371

Amplified Sound: ☒ YES ☐ NO

Depending on event location, notification to affected neighbors may be required at least two (2) weeks prior to event.

Type (Music/Movie/Speaking/Other): Parade Announcer Genre: Holiday

Start Time: 6:00 pm End Time: 8:30 pm

Please describe the sound equipment that will be used for your event:

PA Equipment

Generator: ☒ YES ☐ NO Qty: 2 Wattage: 1200 (Please include on plot plan)

## RESTROOMS, TRASH, AND CLEAN-UP

### Restrooms

Portable restroom facilities may be required for your event, especially events with food/beverages. The quantity and location of facilities will be determined by Community Services staff.

Will you be providing portable restroom facilities? ☒ YES NO Qty: \_\_\_\_\_

Delivery: Date: Dec. 7th Fri. Prior Event Time: 2:30 pm Pickup: Date: Dec. 10 Time: 12:00 pm

Restroom Company: United Site Services Phone: 1-800-864-5387

### Trash Receptacles

Additional trash receptacles and dumpsters may be required for your event, especially events with food/beverages.

Will you be providing additional trash receptacles? ☒ YES NO Qty: 30

Will you be providing a trash dumpster? ☒ YES NO Qty: 2

Trash Company: Valley Vista Services Phone: 909-643-2225

Delivery: Date: Dec 7th Time: 2:30 pm Pickup: Date: Dec 10 Time: 12:00 pm

The applicant will be responsible for the following:

- Supplying additional trash cans and/or dumpsters (if required)
- Making arrangements for clean-up and/or special trash pick up
- Applicable fees charged for trash clean-up and/or special trash pick up

### Refundable Clean-Up Deposit

The City of Pomona reserves the right to require a refundable cleanup deposit, which may be kept when excessive trash is left after an event. Refundable cleanup deposit requirements will be determined by Community Services staff.

## ADVERTISING

Application submission does not guarantee event approval. Please do not advertise your event until you have received event approval or preliminary approval for advertising.

How and when will event be advertised? Emails, Constant Contact, News papers,  
Social Media, Flyers, banners

## INSURANCE (REQUIRED)

All approved Special Events will require the submission of liability insurance at least **two (2) weeks** prior to the event.

Insurance will be (circle one):

☒ Provided by Applicant

☐ Purchased through the City

If insurance will be provided by the applicant, the two following documents are required:

- 1) **Certificate of Liability Insurance:** With a General Liability Limit of at least \$1,000,000 and a General Aggregate Liability Limit of at least \$2,000,000, with the City of Pomona named as Certificate Holder as follows:

*City of Pomona  
P.O. Box 660  
Pomona, CA 91769*

- 2) **Additional Insured Endorsement:** As a second page attachment, with the City of Pomona named as Additional Insured as follows:

*"The City of Pomona including elected or appointed officials, directors, officers, agents, employees, volunteers, or contractors."*

If insurance will be purchased through the City, please inquire with Community Services for a quotation.

#### **NOISE ORDINANCE AGREEMENT**

There will be no violation of the City's Noise Ordinance (Article VII of Pomona City Code). If two (2) complaints of noise are made, and the second meter verifies that the noise is excessive; there will be no more amplification. Each violation after the first warning will result in a separate citation.

#### **PARKING/TRAFFIC AGREEMENT**

Sufficient off-road parking will be provided to prevent a traffic problem to the surrounding area.

#### **STATEMENT OF UNDERSTANDING**

I fully understand the time requirements for processing a Special Event Permit application. I agree to accept the decision of approval or denial by City staff if the minimum time required (30 days) has not been allowed for approvals.

#### **HOLD HARMLESS AGREEMENT**

The applicant and its successors in interest shall indemnify, protect, defend (with legal counsel reasonably acceptable to the City), and hold harmless the City of Pomona and any agency or instrumentally thereof, and its elected or appointed officials, directors, officers, employees, agents, volunteer, or contractors from and against any and all liabilities, claims, actions, causes of action, proceedings, suits, damages, judgments, liens, levies, costs, and expenses of whatever nature, including reasonable attorney's fees and disbursements (collectively "Claims") arising out of or in any way relating to this event, any discretionary approvals granted by the City related to the development of the project. If the City Attorney is required to enforce any conditions of approval, all costs, including attorney's fees, shall be paid for by the applicant.

  
Applicant's Signature

10-13-17  
Date

LARRY E. GALT  
Applicant's Name (Print)

# DPOA DOWNTOWN POMONA OWNERS ASSOCIATION

December 6, 2017

To Whom It May Concern:

The Downtown Pomona Owners Association (DPOA), along with the City of Pomona, is sponsoring and organizing the 2018 Pomona Christmas Parade. The parade will take place in Downtown Pomona on December 8, 2018. We are requesting permission to place our promotional banners, which also includes information about the City's Holiday at the Plaza event, at the following locations:

1. Garey Ave/Railroad Crossing – November 22 through December 9, 2018
2. White Ave/Railroad Crossing - November 22 through December 9, 2018
3. Towne Ave/Railroad Crossing – November 22 through December 9, 2018
4. East End Ave/Railroad Crossing – November 22 through December 9, 2018
5. Reservoir St/Railroad Crossing - November 22 through December 9, 2018

Below, please find a copy of the banner that will be posted throughout Pomona. It is the same banner we have used the past 9 years. Enclosed with this letter is our signed indemnity agreement for the encroachment permit.

If you have any questions or concerns, please give our office a call at 909-469-1121. Thank you.

Sincerely,



Larry Egan  
Executive Director

## BANNER IMAGE:



## IDEMNITY AGREEMENT

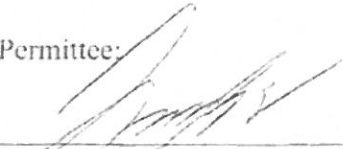
In consideration of the City of Pomona granting to Downtown Pomona Owners Association (DPOA), hereinafter referred to as "Permittee", owner of property shown on attached plan, and described in Encroachment Permit attached. Permittee hereby agrees to indemnify, defend and hold City, its officers, agents and employees, free and harmless from any and all liabilities, claims; demands, actions, losses, damages or costs including all costs of defense thereof, caused by, arising out of, or in any way related to Permittee's use or occupancy of the encroachment, or occurring on the encroachment during the term of this agreement which shall remain in effect as long as the encroachment identified on the encroachment permit remains within the City right-of-way. Upon demand, Permittee shall, at their own expense, defend City, its officers, agents, and employees, against all such liabilities, claims, demands, actions, losses, damages or costs.

Should the City require the relocation of this encroachment from its Right-of-Way, it will be the responsibility of the property owner.

All the terms and conditions of this agreement shall be binding upon the Permittee, their heirs, executors, administrators, successors and assigns.

DATED: 12-13-17

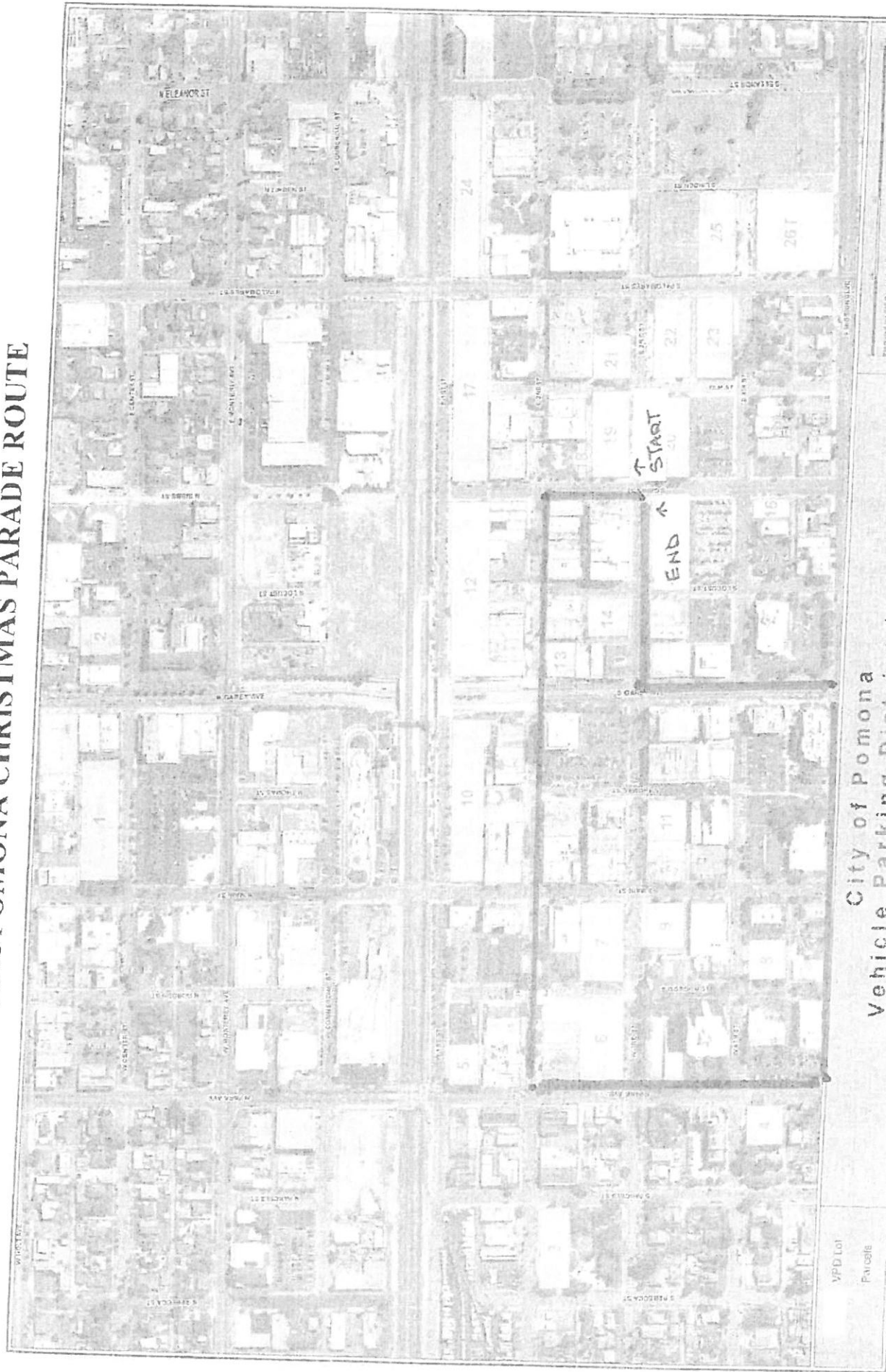
Permittee:

  
\_\_\_\_\_  
(Signature)

Permit No. \_\_\_\_\_

\_\_\_\_\_  
(Signature)

# 2018 POMONA CHRISTMAS PARADE ROUTE



Note: Staging will be at 3<sup>rd</sup> and Gibbs Street - North on Gibbs to 2<sup>nd</sup> Street - West on 2<sup>nd</sup> Street to Park. South on Park to Mission Blvd. East on Mission to Gibbs where parade disbands.