



Cathedral City

Legislation Text

File #: 2018-324, Version: 1

City Council

MEETING DATE: 8/29/2018

TITLE:

Annual Agnes Pelton Society's Historic Home, Block Party & Art Fest

FROM:

Chris Parman, Communications and Events Manager

RECOMMENDATION:

Staff recommends the City Council approve SUP#18-021 with conditions.

BACKGROUND:

Agnes Pelton Society, a 501 c(3) charity, hosts its annual Historic Home, Block Party and Art Fest on Sunday, February 17, 2018 from 11 am to 3 pm that showcases the newly completed murals on Chuparosa Lane (alley between E and F Streets) as well as local artists in booths on F Street between Chuparosa Lane (alley) and Glenn Avenue. This will be the 9th year of this festival.

The annual event receives great fanfare from local residents and visitors coming in for Modernism Week. The City has been a sponsor for many of those nine years.

DISCUSSION:

This event requires a half-block of F Street to be closed to traffic. Besides Simeon Den and Peter Palladino's home on F Street in the proposed closed half-block of F Street, there are six other homes that would be affected by the road closure. The closure is needed for artists to set-up booths in the street in an effort to reduce the number of venues of the tour and reduce the need to drive from venue to venue throughout the Cove neighborhood. Only the historic homes in the lower cove will require attendees to traverse from venue to venue and those will be limited this year.

Staff recommends that if approved by council that the Agnes Pelton Society properly notify, via mail and door flier, the six neighbors that would be affected by the road closure with a minimum of a 72-hour notice.

Staff also recommends road barricades on F Street that can block a vehicle from crashing into a crowd. This can be done by placing parked cars at the entrances and exits or utilizing the City's water storage barriers.

Staff also recommends that this event have at least one ADA and one regular portable toilets for guests and workers along with hand wash stations and trash receptacles.

Staff recommends that APS provide festival insurance prior to the event naming the City as an additional insured and APS must secure a current business license.

FISCAL IMPACT:

The Agnes Pelton Society is requesting a City sponsorship of \$2,800, waiver of the \$300 special use permit application fee, and in-kind sponsorship of road closure barricades and signs. Since this item was not listed as part of the marketing budget for this fiscal year, it would require a budget amendment by the council. In exchange for sponsorship, the Agnes Pelton Society would provide 100 free tickets to the event to the City to be distributed at its discretion, a \$2,000 value. In addition, the City has sponsored this event at \$4,000 in the past three years.

ATTACHMENTS:

SUP 18-021