



CITY COUNCIL AGENDA REPORT

MEETING DATE: JUNE 5, 2007

ITEM NUMBER: Item Number

SUBJECT: 2007 ORANGE COUNTY FAIR CATTLE DRIVE

DATE: MAY 10, 2007

FROM: CITY MANAGER'S OFFICE

PRESENTATION BY: PETER NAGHAVI, TRANSPORTATION SERVICES MANAGER & CAROL PROCTOR, MANAGEMENT ANALYST

FOR FURTHER INFORMATION CONTACT: PETER NAGHAVI at (714) 754-5335 or CAROL PROCTOR at (714) 754-5688

RECOMMENDATION:

That the City Council consider whether to approve temporary street closures for portions of Placentia Avenue, Victoria Street, Harbor Boulevard, and Fair Drive on July 27, 2007, as part of a Special Event Permit request for the proposed 2007 Orange County Fair Cattle Drive.

BACKGROUND:

This year's Orange County Fair theme is "Cowabunga! The Year of Herefords, Surfers and Sand." In conjunction with the theme, the Orange County Fair Board and staff have proposed a cattle drive using certain streets in Costa Mesa. The request before the City Council for a Special Event Permit includes use of Fairview Park and interim street closures for the cattle drive. The cattle drive is proposed to be held on Friday, July 27, from 10:00 a.m. to approximately 12:00 noon.

The proposal includes staging areas for both 300 head of cattle and a horse camp at two locations at Fairview Park (Goat Hill Junction train depot and portion of lower park next to Placentia Avenue, south of the Fairview Channel – Please see Attachment 1 for the specific areas of the park requested for these uses). The staging at Fairview Park would occur on Tuesday, July 24, and conclude on Friday morning, July 27, with the cattle drive.

A Special Event Permit application was submitted to the City on April 24, 2007, with a revised application provided on May 8, 2007. (Please see Attachment 2 – Memo dated May 8, 2007 and Special Event Permit.) The application is reviewed by the City's Special Event Committee, comprised of representatives from City departments. Time frames, traffic issues, impacts to properties, residents and businesses, clean-up, liability coverage, noise, and safety are just some of the areas evaluated, addressed and conditioned by the Committee as part of the review and approval process.

Attachment 3 depicts the requested route and location of proposed street closures. The route proposed would be from Fairview Park onto southbound Placentia Avenue (all lanes closed to traffic). The cattle drive would turn east/left on Victoria Street (eastbound lanes

will be utilized while both directions will remain closed to traffic) to Harbor Boulevard. The drive would then continue north/left on Harbor Boulevard (northbound lanes only will be utilized while the southbound traffic lanes remain open) to Fair Drive (all lanes closed). Once on Fair Drive, the cattle drive would proceed east and enter the Fairgrounds through the Vanguard Way entrance.

Because the route proposed is not among the three (3) approved Special Event Street Closure areas (Attachment 4), and involves cattle and horses, the requested cattle drive and route requires approval by the City Council.

ANALYSIS:

City staff has met with representatives from the Orange County Fairgrounds and with staff from the City of Huntington Beach to coordinate concepts and refine the route, activities and staging areas for the past eight months. In keeping with the 2007 theme of "Herefords, Surfers, and Sand," 100 head of the herd of cattle will be transported by trailers to the Huntington City Beach, near Golden West Street, along with 25 riders early Thursday, July 26. The riders will drive the cattle along the beach from Golden West to the Huntington Beach Pier. They will join up with the U.S. Open of Surfing for a media event and then will return to Fairview Park mid-morning.

As mentioned in the Background section, a cow camp/cattle working area and a horse camp are proposed at Fairview Park. Staff has assessed the proposed uses at Fairview Park from an environmental standpoint. Based on the recent environmental evaluation and Fairview Park Master Plan update performed by the City's consultant LSA, and the proposed 72-hour period of cattle and horse activity in the park, it has been determined that there will be no impact as the areas to be used are not within sensitive habitat. Staff also contacted the residents living adjacent to Fairview Park on Swan Drive for their input and feedback. At the time of preparing this report, none of the residents had voiced opposition to this event.

Based on the proposed route, representatives from both the Police Department and Transportation Services Division have determined that the proposed road closures for the cattle drive will be sequential segmented road closures. Each segment, such as from Fairview Park onto Placentia Avenue to Victoria Street, would require an approximate 20 to 25 minute road closure. There will be 17-20 police officers, including 13 motor officers, stationed along the route to ensure traffic control and public safety. Police personnel would be provided on an overtime basis and not drawn from assigned shift personnel. It is anticipated that there will be spectators and media in attendance to view the event. The Orange County Fairgrounds representatives estimate up to 5,000 persons in attendance along the approximate 3.5-mile route.

There are 30 driveways into single and multi-family units on Placentia Avenue, north of Victoria Street, and 35 driveways on Victoria Street between Placentia Avenue and Harbor Boulevard. Staff believes with advance notification, any adverse impacts will be minimal. Emergency access to all properties will be provided at all times. All businesses along northbound Harbor Boulevard, as well as the Mediterranean Village Apartment complex can take access from either Victoria Street, Wilson Street, or Fair Drive. Since both Harbor Boulevard and Fair Drive will be closed one at a time, the residents of the Mediterranean Village will have one access point open at all times. Only the Hyundai dealership and the United Oil gas station at the corners of Harbor and Fair will have temporary closure of approximately 25 minutes as the cattle drive turns from Harbor onto

Fair Drive. Residents from the College Park neighborhoods north and south of Fair Drive have other access points (Princeton, Loyola, Wake Forest, Fordham, Columbia Streets). The cattle drive is scheduled outside the AM/PM peak hours; therefore, it is expected to have lesser impact to traffic flow on major streets. Therefore, staff feels confident impacts will be few.

Costa Mesa Chamber of Commerce Executive Director Ed Fawcett has been in contact with the Orange County Fairgrounds representatives and several of the businesses along Harbor Boulevard. He stated he will be working with all the businesses along the route to ensure they are well aware of the cattle drive. Mr. Fawcett advised staff that his goal is to encourage and assist businesses to promote their services and products in conjunction with the cattle drive. He felt the closures and cattle drive were (1) very similar in scope to the Fish Fry parade of past years and (2) that the cattle drive afforded a unique opportunity for businesses to interact with the community by encouraging participation to witness the event and also to market their products and services in conjunction with it.

All streets will be cleaned immediately after the cattle, horses and cattle dogs move through the streets and prior to the streets being reopened (see page 7 of Attachment 2 Memo). City Maintenance Services staff has reviewed the proposed clean-up process/waste management plan and has placed conditions on the permit to ensure compliance with all applicable codes and laws.

ALTERNATIVES CONSIDERED:

Do not approve the proposed request.

FISCAL REVIEW:

The City will be reimbursed for the actual cost of police services and maintenance personnel used in support of the 2007 Orange County Fair Cattle Drive pursuant to the Traffic Management Services Agreement entered into between the City and the 32nd District Agricultural Association (Orange County Fair). This agreement provides that the City will be reimbursed for its costs incurred for this event and traffic management during the Fair in accordance with the City's adopted fee schedule up to a maximum reimbursement of \$246,000.

Costs for the cattle drive are estimated to include four hours of traffic management utilizing eight to thirteen motorcycle officers, two to three officers in patrol vehicles, park use fees for temporary holding of the cattle at Fairview Park and two hours of street sweeping at the conclusion of the event. The total costs incurred by the City for the cattle drive to be reimbursed pursuant to the agreement with the Fair are estimated to be between \$6,400 – \$9,450.

LEGAL REVIEW:

The Orange County Fair and Exposition Center has provided the City with indemnity and insurance per the City's requirements for this event, as part of the Special Event Permit application. As long as the closure plan is properly approved by City Council and adequate measures are provided to ensure that the cattle remain confined to the designated route, along with the provision of proper insurance, no liability issues are anticipated.

CONCLUSION:

The Orange County Fairground has requested to use certain streets in Costa Mesa for their 2007 Fair Cattle Drive. Approval to use the streets requires City Council action. therefore, the City Council needs to determine whether to approve the proposed route for the 2007 Orange County Fair Cattle Drive.

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- ATTACHMENTS:
- 1 [Map of Fairview Park – Proposed “Cow & Horse Camps”](#)
 - 2 [Memo to Judy Vickers from Doug Lofstrom \(OCF\) dated May 8, 2007 & Special Event Permit Application](#)
 - 3 [Map of Proposed Cattle Drive Route](#)
 - 4 [Approved Special Event Area Street Closure Areas & Resolution](#)
 - 5 [Proposed Conditions for Cattle Drive](#)