



CITY COUNCIL AGENDA REPORT

MEETING DATE: JUNE 3, 2008

ITEM NUMBER:

SUBJECT: 2008 ORANGE COUNTY FAIR CATTLE DRIVE

DATE: MAY 12, 2008

FROM: CITY MANAGER'S OFFICE

PRESENTATION BY: CAROL C. PROCTOR, MANAGEMENT ANALYST

FOR FURTHER INFORMATION CONTACT: CAROL C. 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 26, 2008, as part of a Special Event Permit request for the proposed 2008 Orange County Fair Cattle Drive.

BACKGROUND:

At their June 5, 2007 meeting, City Council approved temporary street closures for the aforementioned streets on Friday, July 27, 2007, for the 2007 Orange County Fair Cattle Drive. The event was well-attended and enjoyed by the community. Coordination by the Orange County Fair and Event Center (OCF&EC) and City staff was well-planned and executed.

The OCF&EC has again proposed the same type of cattle drive for this year. 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 Saturday, July 26, from 10 a.m. to approximately 12 noon.

Due to the popularity of the event last year, the OCF&EC staff is proposing to add a new feature as part of this year's cattle drive. This would be the inclusion of bicyclists at the end of the procession. The bicyclists would need to register with the OCF&EC to be a sanctioned part of the drive. OCF&EC Public Safety personnel would ensure that only those registered can participate, and that the bicyclists ride in the proper procession sequence, behind the cattle and horses.

The proposal includes using two locations at Fairview Park for both 300 head of cattle and a staging area for wagons that will carry dignitaries and the media. These areas are: (1) the 30-acre portion of the lower park west of Placentia Avenue and south of the Placentia Channel; and (2) the parking lot of Goat Hill Junction train depot. (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 22, and conclude with the cattle drive on Saturday morning, July 26.

A Special Event Permit application was submitted to the City on May 8, 2008 (Attachment 2). The application has been 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 the event involves cattle and horses, approval by the City Council is required.

ANALYSIS:

City staff has met with representatives from the OCF&EC to discuss and coordinate operational details of the cattle drive and related events at Fairview Park. As mentioned in the Background section, a cow camp and cattle working area are proposed at lower Fairview Park. Staff has assessed the proposed uses at Fairview Park from an environmental standpoint. This will likely be the last time the lower park area can be used for such purposes as the US Army Corps of Engineers and the City will soon implement the Wetlands and Riparian Habitat Project in this location. 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. OCF&EC staff has also been in contact with the residents living adjacent to Fairview Park on Swan Drive for their input and feedback. At the time of preparation of this report, none of the residents had voiced opposition to this event. The Orange County Model Engineers have been advised of the use of the Goat Hill Junction parking lot for the wagon decorating and staging. Staff has not heard of any objections to this.

This year's cattle drive is to occur on Saturday, instead of Friday. According to the Police and Public Services Department representatives, Saturday traffic would be less impacted by the event, as would businesses and residents along the route. As had occurred last year, 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. The OCF&EC representatives estimate up to 10,000 persons in attendance along the approximate 3.5-mile route.

OCF&EC will provide written notification to all property owners and tenants by mid-July. Staff believes with advance notification and because there was a cattle drive last year using the same routes, adverse impacts to the residents and businesses will be minimal. Response by the community was overwhelmingly positive for last year's event.

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. 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. OCF&EC staff has made contact with United Oil and the Hyundai dealership, to make certain they were aware of the brief closure. 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 on a Saturday and not affected by peak rush hours; therefore, it is expected to have even less impact on traffic flow than last year's event. Emergency access to all properties will be provided at all times.

Costa Mesa Chamber of Commerce Executive Director Ed Fawcett will again disseminate cattle drive information to businesses along Harbor Boulevard and coordinate with OCF&EC representatives. His goal is to again encourage and assist businesses to promote their services and products in conjunction with the cattle drive. He believes the cattle drive affords 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. Based on the proposed event, it is anticipated that similar conditions will be included as those for last year on the Special Event Permit (Attachment 5).

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 2008 Orange County Fair Cattle Drive pursuant to the Traffic Management Services Agreement entered into between the City and the 32nd District Agricultural Association (OCF&EC). 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.

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 OCF&EC 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 OCF&EC has requested the use of certain streets in Costa Mesa for their 2008 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 2008 Orange County Fair Cattle Drive.

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- ATTACHMENTS: 1 [Map of Fairview Park – Proposed “Cow Camp and Float/Wagon Staging Area](#)
 2 [Memo from Doug Lofstrom \(OCF&EC\) dated May 7, 2008 & Special Event Permit Application](#)
 3 [Map of Proposed Cattle Drive Route](#)
 4 [Approved Special Event Area Street Closure Areas & Resolution](#)
 5 [Street Closure Standard Conditions for 2007 Cattle Drive Event](#)

