



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Ward and Members of the City Council

**THROUGH:** Richard Thompson, Interim City Manager

**FROM:** Richard Gill, Director of Parks and Recreation *R.G.*

**DATE:** July 6, 2010

**SUBJECT:** Approval of Request from North Manhattan Beach Businesses to Permit the Placement of a Band on the Northeast Corner of Rosecrans and Highland Avenue Parking Structure for Their "Annual NMB Summer Stroll Event" on Thursday, July 29, 2010 on the Condition of Obtaining an Amplified Sound Permit

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### RECOMMENDATION:

Staff recommends that the City Council approve the request from the north Manhattan Beach businesses to use the parking structure on the northeast corner of Rosecrans and Highland for a band for their Summer Stroll Event on July 29, 2010 on the condition that they obtain an amplified sound permit.

### FISCAL IMPLICATION:

The City will lose approximately \$122 dollars by closing the top floor of the parking lot on the northeast corner of Rosecrans and Highland for the Summer Stroll event July 29, 2010 from 4:00 p.m. to 10:00 p.m.

### BACKGROUND:

Over the last two years, north Manhattan businesses have implemented several special events to make the public more aware of the shopping, dining and other opportunities in north Manhattan Beach along Highland Avenue. These events have been similar to the Downtown Business and Professional Association events; Holiday Open House and Sidewalk Sales. The events have been organized by several of the businesses independently from the Business Improvement District (BID).

### DISCUSSION:

Last year's Summer Stroll featured amplified musical entertainment on top of Pancho's restaurant parking structure on Highland Avenue. This year, the businesses are asking to place the band for the event on top of the City's parking structure on the northeast corner of Rosecrans and Highland (site plan attached). This request for use of City property is similar to the Downtown Business and Professional Association's use of Manhattan Avenue, Manhattan Beach Blvd and Metlox for their events. The entire upper parking level will be closed for parking because of safety concerns during the event.

The north Manhattan Beach businesses believe that moving the band from Pancho's to the northeast corner of Highland and Rosecrans will provide greater visibility for the band, raise a greater awareness for their event and enhance the attendance and involvement of the public.

Other than moving the location of the band, this year's "Summer Stroll" will be the same as last year's. The special event application request for the event was circulated to all affected City departments for their feedback. The Police Department gave their recommended approval subject to the event organizers satisfactorily obtaining an amplified sound permit. Staff informed the event organizers that the City must receive all insurance and liability waivers covering the City by mid July (the event is planned for Thursday, July 29, 2010).

If Council approves of the request from the north Manhattan Beach businesses to use the City's parking structure, then staff would recommend that the Council waive all fees to be consistent with the fees that are waived for the Downtown Business and Professional Association events.

While this event is not officially sponsored by the North Manhattan Beach Business Improvement District (BID), staff is aware that the BID board supports this event. Further, we expect that the North Manhattan Beach BID will become more directly involved in sponsoring and supporting these types of events in the future as they look for ways to promote business activity in the district.

**ATTACHMENTS:**

- A. Lot 4 Site Map

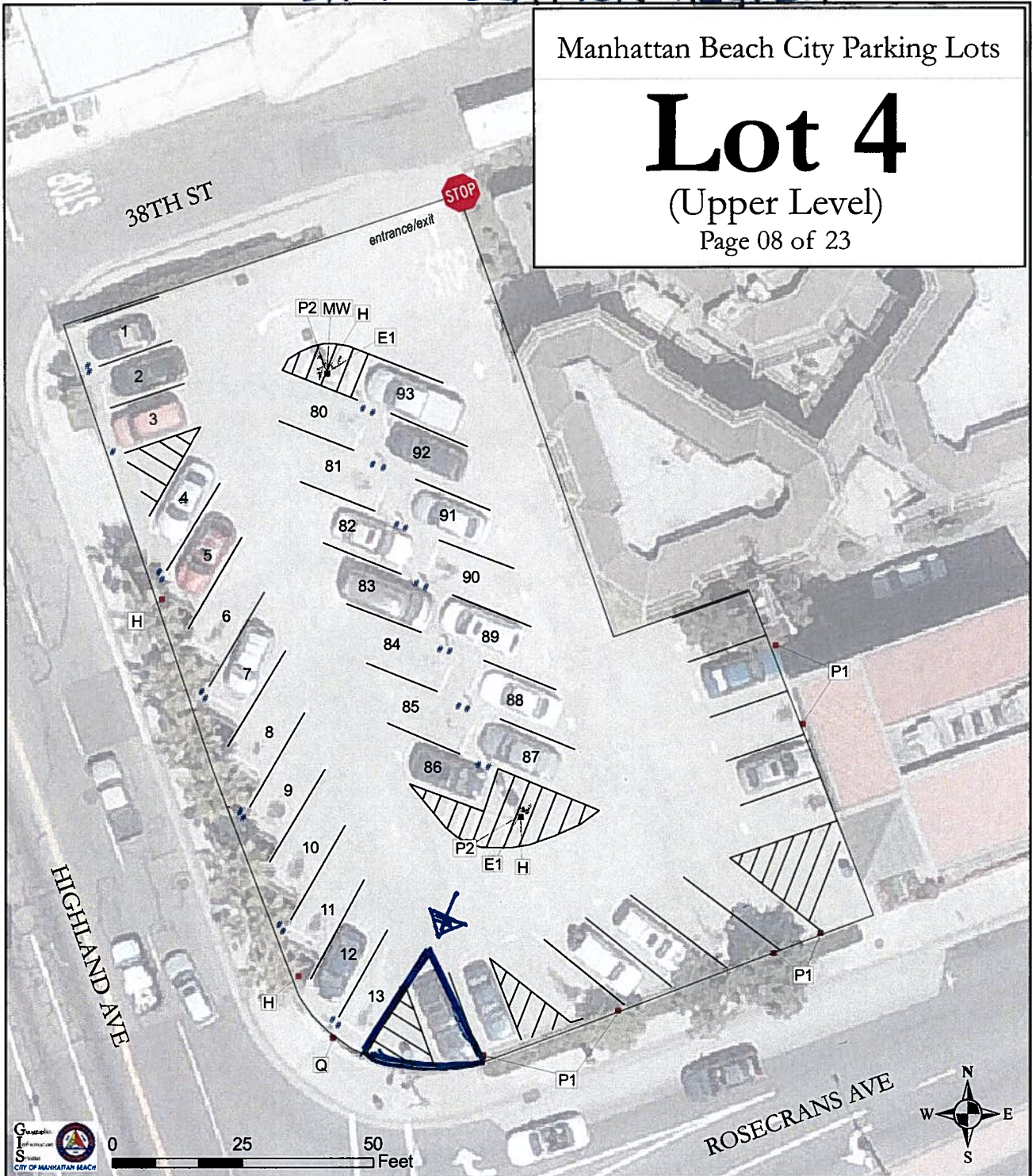
# NORTH MANHATTAN SUMMER STROLL BAND LOCATION REQUEST

Manhattan Beach City Parking Lots

## Lot 4

(Upper Level)

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0 25 50 Feet



* Parking Lot Signs		# Total Meters: 27	
<b>E1</b>	2 HOUR PARKING. METERS ENFORCED FROM 9AM TO 8PM EVERY DAY. VEHICLES SHALL VACATE PARKING SPACE AT EXPIRATION OF 2 HOUR LIMIT.	<b>H</b>	HEAD IN ONLY
<b>P2</b>	PERMIT PARKING 8AM - 7PM. VEHICLES ARE SUBJECT TO TOW-AWAY AT OWNER'S EXPENSE. C.V.C. 22651N, M.B.M.C. 3.24.140, M.B.P.D. 802-5140.	<b>MW</b>	MAXIMUM GROSS WEIGHT 6,000 LBS
		<b>Q</b>	COMPACT CARS ONLY
		<b>P1</b>	PERMIT PARKING ONLY

ALL METERS: "2 HR LIMIT 9AM-8PM EVERY DAY"

July 2009