

OFFICE OF THE CITY ADMINISTRATOR  
CITY OF OAKLAND

# CITY OF OAKLAND

## Agenda Report

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: July 10, 2007

RE: **A Report And Resolution Granting The Rock Paper Scissors Collective A Revocable And Conditional Permit To Allow The First Friday Community Cultural Event To Encroach Into 23rd Street Between Valley Street And Telegraph Avenue On The First Friday Of Each Month Between The Hours Of 5:00 P.M. And 10:00 P.M.**

### SUMMARY

A resolution has been prepared granting a conditional and revocable encroachment permit for an indeterminate period of time to the Rock Paper Scissors Collective (RPSC) to operate an outdoor community fair within a one-block section of 23rd Street for local community groups and artists to engage with participants of the First Friday art walk (Art Murmur) during the evening of the first Friday of each month. The event has been operating since early 2006, and the street closure permits that RPSC has been obtaining from the Oakland Police Department (OPD) are unnecessarily burdensome for RPSC, the neighbors (who must sign a petition each time), and the OPD. The encroachment permit may be suspended by the City Engineer for cause and revoked by the City Council by resolution. The Chief of Police, the Fire Marshal, and City Engineer may suspend or end the day's activities for emergency circumstances.

### FISCAL IMPACT

Staff costs for processing the proposed encroachment permit are covered by fees set by the Master Fee Schedule and will be paid by the event organizer and deposited in the special revenue Development Service Fund (2415), Engineering Services organization (88432), Encroachment Permits account (42314), Engineering and Architectural Plan Approval (PS30). The event organizer has a current Business Tax Certificate. The standard conditions of the encroachment permit require the permittee to maintain liability and property damage insurance and to include the City as a named insured.

### BACKGROUND

Rock Paper Scissors Collective is a volunteer-run community arts organization that is part of the Oakland Art Murmur, a coalition of art and cultural venues in Oakland. Art Murmur began the First Friday art walk with eight participating venues in January 2005 as a way to collectively promote art openings at small, independent galleries. Since the first art walk, the event has grown to include thirteen galleries and has drawn hundreds of people to the area every first Friday of the month. The First Friday Community Cultural Event is a community block party created in early 2006 in order to involve community organizations, street artists, and residents in the success of the Art Murmur and to provide a safe space for the public participating in the art walk.

The art galleries and burgeoning art scene around Telegraph and 23rd St. are complimentary businesses and activities to the nearby residential development currently under construction on the adjoining block. Residents and businesses in the area are likely to be aware of the First Friday Art Murmur, but they will also receive monthly flyers and invitations from the participating galleries, as well as the Art Murmur. RPSC will also notify new neighbors about the First Friday Community Cultural Event through letters and flyers encouraging them to participate and engage with the community organizations and artists in the area.

## **KEY ISSUES AND IMPACTS**

### **Parking**

There is ample parking in the immediate vicinity of Telegraph Avenue, and many of the vendors, who live and work nearby, walk to the monthly event. There is a growing need to provide bicycle racks for patrons and vendors.

Beginning Friday, July 6, 2007, the City's Cultural Arts & Marketing Division will launch a free shuttle service to help transport patrons get around to the various galleries and nearby restaurants and cafes. ProArts Gallery has offered free use of its parking lot, which is accessed from Jefferson between 2nd and 3rd Streets, for patrons to park and catch the shuttle. The free shuttle will loop through downtown from 6:00 p.m. to 11:00 p.m. the first Friday of the month through October, and it could be extended year-round or resume again in the late spring/early summer of 2008.

### **Security**

The event is patrolled by volunteers and several of the adjoining art galleries hire private security to monitor their store fronts on 23rd Street. No alcohol is sold during the event.

### **Access**

The proposed resolution includes a provision that the location and limits of the encroachment in the street are subject to the review and approval of and subsequent adjustment by the Chief of Police, Fire Marshal, and the City Engineer. Building driveways and exit doors on 23rd Street will not be obstructed. The adjoining street network will assure sufficient traffic circulation during peak hours and ample emergency vehicle access to the surrounding area.

### **Damage**

The proposed resolution includes a provision that RPSC be responsible for any costs the City may incur to repair damage to public infrastructure.

### **Litter and Refuse**

RPSC positions Waste Management containers at curbside for use by vendors and the public. No food or drink is provided or sold during the event, and a volunteer crew cleans up afterwards.

### **Notification and Disturbances**

RPSC will continue to notify neighbors by letter and by door-to-door contact during the week that each event is scheduled. The proposed resolution includes a provision that decibel levels during the event conform with the restrictions of the OMC noise ordinance and the Planning Code, and that amplified sound be approved by the Chief of Police. RPSC has proposed that no music be played after 9:00 p.m.

### **SUSTAINABLE OPPORTUNITIES**

#### **Economic**

The event will improve the economic vitality of the business district by supporting ready access to products crafted by local artisans, by attracting new customers, encouraging frequent return visits, promoting increased pedestrian use of the public right-of-way, increasing patronage of the surrounding galleries and restaurants, and encouraging positive regional publicity. The event supports the arts and local artisans, acts as an incubator for entrepreneurial business, and decreases the purchase price while increasing profit margins.

#### **Environmental**

Direct-sales by artists and artisans to consumers will reduce intermediary handling, storage, transportation, and packaging requirements. The conditions of the proposed resolution require that RPSC:

- contain and remove litter, trash, and other deleterious materials from the street and sidewalks, and
- install affirmative methods to curtail the introduction of deleterious materials into the storm drain system (which drains to the bay).

#### **Social Equity**

The event will promote attendance by the continued patronage of a culturally diverse cross-section of the community.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

The conditions of the proposed resolution require that RPSC comply with City and State handicapped accessibility regulations.

### **RECOMMENDATIONS**

Staff recommends that the Committee accept this report and forward it to the City Council to adopt the proposed resolution approving the monthly encroachment into the public right-of-way.

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**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council accept this report and adopt the proposed resolution granting the Rock Scissors Paper Collective a conditional and revocable permit to allow the First Friday Community Cultural Event to encroach into 23rd Street between Valley Street and Telegraph Avenue on the first Friday of each month between 5:00 p.m. and 10:00 p.m. for an indefinite period of time.

Respectfully submitted,



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**CLAUDIA CAPPIO**

Development Director

Community and Economic Development Agency

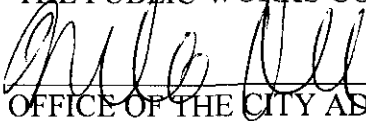
Prepared by:

Raymond M. Derania

Interim City Engineer

Building Services Division

APPROVED FOR FORWARDING TO  
THE PUBLIC WORKS COMMITTEE



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OFFICE OF THE CITY ADMINISTRATOR

Introduced by

Approved for Form and Legality

2007 JUN 20 PM 1:47  
Councilmember

F. Faiz

City Attorney

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

**RESOLUTION GRANTING THE ROCK PAPER SCISSORS COLLECTIVE A  
CONDITIONAL AND REVOCABLE PERMIT TO ALLOW THE FIRST FRIDAY  
COMMUNITY CULTURAL EVENT TO ENCROACH INTO 23rd STREET BETWEEN  
VALLEY STREET AND TELEGRAPH AVENUE ON THE FIRST FRIDAY OF EACH  
MONTH BETWEEN THE HOURS OF 5:00 P.M. AND 10:00 P.M.**

**WHEREAS**, Oakland Municipal Code section 12.08.030 authorizes the issuance of encroachment permits for events that take place on streets and sidewalks and are open to the public and sponsored by merchant associations representing the majority of merchants in the area; and

**WHEREAS**, the merchants in the immediate vicinity desire to stimulate the economic viability of, encourage the public's attendance in, and advance pedestrian access in the surrounding business district; and

**WHEREAS**, said merchants have determined that the continued operation of an outdoor community fair for the sale of art by local artisans in its business district would continue to serve the public best by operating during a portion of the evening on the first Friday of each month; and

**WHEREAS**, said merchants have determined that the general character and successful operation of an outdoor community fair and the universal expectation of the public necessitates closure of a section of the public right-of-way to vehicular traffic for the exclusive display of goods and the effective transactions of trade; and

**WHEREAS**, the Rock Paper Scissors Collective, as operator of the First Friday Community Cultural Event, has no practical alternative site on privately owned property that would satisfy the companion requirements of maintaining public parking, permitting pedestrian circulation, and providing adequate square footage for an open-air art gallery; and

**WHEREAS**, the Rock Paper Scissors Collective has therefore requested the temporary and recurring use of a section of 23rd Street between its intersections with Valley Street and Telegraph Avenue for an outdoor community fair; and

**WHEREAS**, the City of Oakland generally desires to support the vitality of commerce throughout the City and to sustain the communication between business and the public through pedestrian-oriented endeavors wherever practical; and

**WHEREAS**, the intermittent use of said section of 23rd Street would not unsafely impede vehicular and pedestrian circulation and emergency access within the surrounding area; and

**WHEREAS**, Oakland Municipal Code section 12.08.070 requires approval by the Council of the City of Oakland of a short-term encroachment that exceeds three days duration; and

**WHEREAS**, the intermittent use of a section of the public right-of-way for public commercial activities is categorically exempt from the provisions of the California Environmental Quality Act (Title 14 of the California Code of Regulations, section 15301); now, therefore, be it

**RESOLVED:** That the Rock Paper Scissors Collective is hereby granted a conditional and revocable permit for an encroachment in 23rd Street between its intersections with Valley Street and Telegraph Avenue, as delineated in the attached Exhibit A, for the outdoor community fair First Friday Community Cultural Event on the first Friday of the month to commence not sooner than 5:00 p.m. and conclude not later than 10:00 p.m. local time; and be it

**FURTHER RESOLVED:** That the following special conditions shall also govern the issuance of the encroachment permit and control the continuing operation of the First Friday Community Cultural Event:

1. the permit for an encroachment in the public right-of-way shall be revocable at any time and at the sole discretion of the Council of the City of Oakland, as expressed by its resolution, and may be suspended for an indeterminate period of time for cause by the City Engineer; and that
2. the Rock Paper Scissors Collective and its selected vendors and their successors and assigns shall disclaim any right, title, or interest in or to any portion of the public park underlying the encroachment or the air space above the public right-of-way and agrees that the temporary and recurring use of the public right-of-way does not constitute abandonment by the City of any of its rights for public right-of-way purposes and otherwise; and that
3. the Rock Paper Scissors Collective shall maintain fully in force and effect at all times this conditional and revocable permit for an encroachment remains un-revoked good and sufficient General Liability insurance in the amount not less than \$1,000,000 for each occurrence/\$2,000,000 annual aggregate, with a property damage sub-limit in the amount not less than \$250,000 for each occurrence both including contractual liability, and naming as additional insured the City of Oakland and its elected officials, officers, employees, representatives, agents, assigns, and volunteers against any and all claims arising out of the existence of the encroachment in the public right-of-way; and that
4. the Rock Paper Scissors Collective shall file a certificate of insurance and subsequent notices of renewal thereof with the City Engineer of the City of Oakland and that the certificate shall reflect on its face that the insurance coverage shall not be canceled or be permitted to lapse without thirty (30) days written notice to the City Engineer; and that
5. the City of Oakland may review the type and amount of insurance required and may require that the Rock Paper Scissors Collective increase the amount of and-or change the type of insurance coverage required; and that

6. the Rock Paper Scissors Collective shall agree and promise to defend and hold harmless and indemnify the City of Oakland and its elected officials, officers, employees, representatives, agents, assigns, and volunteers from any and every claim, demand, lawsuit and judgment for damages of any kind and nature whatsoever arising out of or caused by the existence, installation, or maintenance of the encroachment in the public park or adjoining public right-of-way, regardless of actual or alleged responsibility for negligence and that the Rock Paper Scissors Collective's liability insurance shall cover this contractual liability; and that
7. the Rock Paper Scissors Collective shall be fully responsible for any protective devices, repairs, or replacement of any public infrastructure improvements and fully liable for the direct and indirect costs the City may incur to cure the failure of or damage to public infrastructure improvements resulting directly or indirectly from the operation of the First Friday Community Cultural Event, to the extent that the failure or damage becomes or creates a nuisance or a hazard to the safety of the public; and that
8. the Rock Paper Scissors Collective and its selected vendors shall make no changes to the use of the public right-of-way or to its infrastructure improvements, including, but not limited to, pavement and landscaping, electrical systems and lighting, structures and buildings, refuse containers, utility lines, irrigation and storm drainage systems, fire hydrants, dimensions, signage and striping, and traffic control devices without the written consent of the City Engineer and shall agree that the City may impose fees and considerations for processing permits required for any proposed changes and shall further agree that the City is not obligated to grant any changes that may be proposed; and that
9. the Rock Paper Scissors Collective and its selected vendors shall in all cases begin the installation of its encroachment in the public right-of-way not sooner than and shall complete the removal of its encroachment from and the clean-up of the public right-of-way not later than the time interval set forth above for operation of the First Friday Community Cultural Event; and that
10. the Rock Paper Scissors Collective and its selected vendors shall provide and continuously maintain methods and mechanisms approved by the City Engineer that assure the interception, removal, and proper disposal of all trash, debris, food-products and containers, markings, graffiti, fats/ oils/ grease (FOG), petroleum-based motor fuel, oils, and grease, and other materials deleterious to public health and safety and to the primary use of the public right-of-way and its appurtenances and the environment; and that
11. the Rock Paper Scissors Collective shall provide and continuously maintain methods and mechanisms approved by the City Engineer for handicapped accessibility as required by the most current edition of the California Building Code and City ordinance; and that
12. upon determination by the Chief of Police, Fire Marshal, or City Engineer, or their designees, of an exigent circumstance, the Rock Paper Scissors Collective and its selected vendors shall postpone or immediately terminate its activities for the day and expeditiously remove its encroachment from the public right-of-way and complete its clean-up of the premises; and that

13. upon determination by the Chief of Police, Fire Marshal, or City Engineer, or their designees, of a violation of the terms and conditions of this encroachment permit, the Rock Paper Scissors Collective shall immediately abate the violation or terminate its activities for the day and expeditiously remove its encroachment from the public right-of-way and complete its clean-up of the premises; and that
14. the Rock Paper Scissors Collective shall file with the City Engineer for recordation with the County of Alameda a disclaimer and agreement that it accepts and shall comply with and shall be bound by each and all of the terms, conditions, and provisions of this resolution and that this disclaimer and agreement shall be subject to the approval of the City Attorney; and that
15. the location and limits of the encroachment in the public street and sidewalk and other areas of the public right-of-way are subject to the review and approval of and subsequent adjustment by the Chief of Police, Fire Marshal, or the City Engineer individually or together; and that
16. the Rock Paper Scissors Collective and its selected vendors shall obtain and maintain current all other permits and fully conform with all conditions required for operation of the First Friday Community Cultural Event, including, but not limited to the City of Oakland Finance and Management Agency, the City of Oakland Fire Prevention Bureau, the City of Oakland Public Works Agency, the Alameda County Department of Environmental Health, the California Department of Food and Agriculture, the California Franchise Tax Board, the California Department of Consumer Affairs, and the California Department of Occupational Health and Safety prior to commencing the installation of the encroachment; and that
17. the Rock Paper Scissors Collective and its selected vendors acknowledge that the City of Oakland makes no representations or warranties as to the conditions beneath the area of encroachment; and that
18. the Rock Paper Scissors Collective and its selected vendors shall use the public right-of-way at its own risk; and that
19. the Rock Paper Scissors Collective shall be solely responsible for the proper coordination with all businesses and private vendors participating in the First Friday Community Cultural Event and for the proper coordination with all City forces, public utilities, contractors, and workmen operating in the public right-of-way during the duration of the encroachment and for the safety of itself and any of its personnel; and that
20. as a condition of the issuance and continued validity of this conditional and revocable permit, the type, variety, content, volume, display, and exchange of products, goods, wares, and services and the accounting for associated monetary transactions by the Rock Paper Scissors Collective and its selected vendors shall be subject to review, audit, and approval by the Chief of Police, the Comptroller, the Fire Marshal, the City Engineer, the Alameda County Department of Environmental Health, the California Department of Food and Agriculture, the California Franchise Tax Board, the California Department of Consumer Affairs, and the California Department of Occupational Health and Safety; and that
21. as a condition of the issuance and continued validity of this revocable permit, the Rock Paper Scissors Collective shall pay all fees as determined by the Chief of Police, the Fire Marshal, the



Public Works Agency, and the City Engineer and required by the Oakland Municipal Code and the Master Fee Schedule; and that

22. the Rock Paper Scissors Collective and its selected vendors shall continually maintain the general area within and surrounding the encroachment and the adjoining private property free of litter, trash, debris, accumulations and deposits of food-based products, substances, and fats/oils/grease (FOG), and petroleum-based motor fuel, oils, and grease associated with and attributable to the activities of the First Friday Community Cultural Event; and that
23. the Chief of Police, the Fire Marshal, and the City Engineer are authorized to issue companion permits for the operation of the First Friday Community Cultural Event and to condition said permits with requirements that clarify and refine the conditions as set forth herein; and that
25. the Rock Paper Scissors Collective and its selected vendors shall be responsible for coordination and cooperation with all businesses and vendors not otherwise participating in the First Friday Community Cultural Event who have received valid permission from the City of Oakland to operate within the public right-of-way during the days and time intervals designated herein for operation of the First Friday Community Cultural Event; and be it

**FURTHER RESOLVED:** That this conditional and revocable permit for an encroachment shall become effective when all the conditions set forth herein have been completed to the satisfaction of the City Attorney, the Chief of Police, the Fire Marshal, and the City Engineer; and be it

**FURTHER RESOLVED:** That this conditional and revocable permit for an encroachment shall become void upon failure of the Rock Paper Scissors Collective and its selected vendors to comply fully with the general and special conditions of this revocable permit for an encroachment or to cure fully and in a timely manner any violation associated with the use of the public right-of-way and public health and safety; and be it

**FURTHER RESOLVED,** that the City Clerk is directed to file a certified copy of this resolution for recordation with the Recorder of the County of Alameda.

**IN COUNCIL, OAKLAND, CALIFORNIA,** \_\_\_\_\_, 2007

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and  
PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California

# EXHIBIT A

*Rock Paper Scissors Collective - First Friday Community Cultural Event  
encroachment into 23rd Street*

