

Agenda Report

March 7, 2016

TO: Honorable Mayor and City Council

FROM: Human Services and Recreation Department

SUBJECT: AMENDMENT TO SECTION 3.24.090 OF THE PASADENA MUNICIPAL CODE TO ALLOW FOR THE SERVICE OF ALCOHOL AT CASITA DEL ARROYO

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed project is exempt from the California Environmental Quality Act ("CEQA"), pursuant to State CEQA Guidelines Section 15061(b)(3), the General Rule that CEQA only applies to projects that may have an effect on the environment; and
2. Direct the City Attorney to prepare and return within 60 days with an amendment to Section 3.24.090 of the Pasadena Municipal Code to add Casita del Arroyo to the list of city-owned properties at which the City Manager may permit the serving of alcoholic beverages.

ADVISORY COMMISSION/BOARD/CITY COUNCIL COMMITTEE RECOMMENDATION:

On March 1, 2016, the Recreation and Parks Commission recommended that the City Council direct the City Attorney to prepare and return within 60 days with an amendment to Section 3.24.090 of the Pasadena Municipal Code to add Casita del Arroyo to the list of city-owned properties at which the City Manager may permit the serving of alcoholic beverages.

BACKGROUND:

Alcohol is not permitted in City parks or facilities with the exception of a few specified locations. Pasadena Municipal Code Section 3.24.090, titled "Alcoholic beverages permitted where," specifically lists city-owned properties at which the City Manager may permit the serving of alcoholic beverages. Currently, the list includes the Wrigley

House, the Gamble House, the Norton Simon Museum, Memorial Park, Central Park, portions of Brookside Park and the Pasadena Center. The Human Services and Recreation Department is requesting that the City Council direct the City Attorney to draft an amendment to Pasadena Municipal Code Section 3.24.090 to add Casita del Arroyo, also called "La Casita," to the list.

For over 10 years, it has been the practice of the Human Services and Recreation Department to allow private event sponsors to serve alcohol at Casita del Arroyo with the permission of the Department Director. In order to serve alcohol, event sponsors must successfully complete an application process, provide event insurance, retain a City-affiliated alcohol monitor and facility attendant for the duration of the event and agree to a number of provisions related to the service of alcohol. Applications are reviewed and approved by the Department Director through the issuance of a letter of agreement.

As the Department is dedicated to effective event management and careful review of alcohol service applications, no complaints related to alcohol at La Casita have been received to date. Regular meetings are held with the La Casita Foundation and local neighbors to ensure the character of the neighborhood and quality of life are not negatively impacted by events at La Casita. Permitting alcohol at this venue is essential to keep this unique, important and historic community asset competitive in the local special event rental market.

COUNCIL POLICY CONSIDERATION:

This code amendment would be consistent with Council's strategic goal to improve, maintain and enhance public facilities and support and promote the quality of life and local economy.

ENVIRONMENTAL ANALYSIS:

The proposed project described above has been deemed to not have the potential for significant effect on the environment, and would be exempt from CEQA review in accordance with Section 15061(b)(3), the general rule that CEQA applies only to projects, which have the potential for causing a significant effect on the environment.

FISCAL IMPACT:

This action will not have any indirect or support cost requirements. Casita del Arroyo rentals generate up to \$20,000 annually. The ability to continue to permit alcohol at this location is imperative to retaining this revenue stream.

Respectfully submitted,

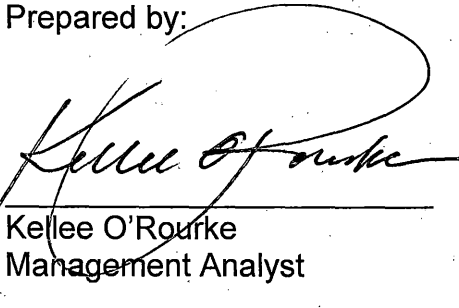


HORACE WORMELY

Director


Human Services and Recreation
Department

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Approved by:



STEVE MERMELL
Interim City Manager

Attachments: (1)

Attachment A – Municipal Code Section 3.24.090