



## **CITY OF COMMERCE AGENDA REPORT**

**TO:** Honorable City Council **Item No.** \_\_\_\_\_

**FROM:** City Administrator

**SUBJECT:** Approve Traffic Control Plan and Authorize Temporary Street Closures for the Citadel Outlets' 2018 Black Friday Sales Event

**MEETING DATE:** November 20, 2018

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### **RECOMMENDATION:**

Adopt the resolution approving the traffic control plan and authorizing temporary street closures along Hoefner Avenue, Flotilla Street, and Camfield Avenue for the Citadel Outlets' 2018 Black Friday Sales Event.

### **BACKGROUND:**

The Citadel Outlets (Citadel), located at 100 Citadel Drive in the city of Commerce, is a 700,000 square-foot mixed-use commercial property, featuring a hotel with four office buildings. Every year, during Thanksgiving weekend, the Citadel conducts its Moonlight Madness or Black Friday sales event.

This year, the event will take place on Thursday, November 22, 2018 through Sunday, November 25, 2018. This four (4) day event is one of the largest retail sales events of its kind and will impact the surrounding streets in the vicinity of the Citadel. Staff from the City of Commerce, Los Angeles County Sheriff's Department, Los Angeles County Fire Department, and the Citadel Outlets have worked together to fashion and design a traffic control plan to allow for safe emergency access to the facility, as well as to efficiently direct vehicular traffic throughout this event.

### **ANALYSIS:**

Staff met with officials from the Citadel, Los Angeles County Sheriff, and Los Angeles County Fire in October and November to coordinate plans to efficiently move traffic in and around the streets next to the Citadel during its Black Friday sales event.

It is estimated that up to 15,000 participants will partake in this sales event as shoppers, sightseers, or transporters (passenger pick-up and drop-off). Given the volume of

activity, an organized traffic control plan and safety plan is necessary for this event to be as safe as possible.

The attached traffic control plan (see *Attachment*) provides for street closures, barricades, lane closures, signage, emergency vehicle lanes, and flaggers for the purpose of safe transport in-and-out of the facility during this event. A dedicated fire lane is to be established inside the Citadel facility, as well as an emergency lane along Smithway Street on the north side of the Citadel. Staff, working in conjunction with public safety and the Citadel, prepared an effective plan to address the traffic issues as well as emergency related safety.

As part of the traffic control plan, road closures are necessary to the westerly side of the Citadel in order to control traffic flow and to reduce confusion as vehicles are coming to-and-from the facility. This action was undertaken last year and demonstrated to be effective. The proposed road closures are the following: *Hoefner Avenue between Telegraph Road and Flotilla Street; Flotilla Street between Camfield Avenue and Hoefner Avenue; and Camfield Avenue between Telegraph Road and Flotilla Street.* These road closures are delineated in the attached traffic control plan and are a “Best Management Practice” consistent with the City’s risk management for this event.

Transit or bus service by the Transportation Department will be provided to transport shoppers and sightseers to-and-from the Citadel Outlets during the sales event.

California Vehicle Code Section 21101, Subdivision (e), provides that local authorities may, by ordinance or resolution, temporarily close a portion of any street under their jurisdiction for “celebrations, parades, local special events, and other purposes” when necessary for the safety and protection of persons who are to use that portion of the street during the temporary closing.

Staff recommends that City Council approve the traffic control plan and also authorize temporary street closure along the streets of Hoefner Avenue, Flotilla Street, and Camfield Avenue during the Citadel’s Moonlight Madness or Black Friday sales event during the dates of November 22, 2018 through November 25, 2018.

#### **FISCAL IMPACT:**

Sheriff’s law enforcement will be present during the event mostly at Citadel’s expense. Public Safety officers will also be stationed and funded accordingly by the Community Services and Public Safety Department. City of Commerce Transportation Department will be covering the cost of shuttle service during the four-day event.

## **RELATIONSHIP TO STRATEGIC GOALS:**

This item relates to Council's 2016 Strategic Action Plan's:

### Community Quality of Life

- Guiding Principle 4 to "support and evaluate community services, programs and events that promote healthy and quality lifestyles for our residents. Enhance public safety and social services through innovative programs that meet the needs of the residential and business communities."

Respectfully submitted: Maryam Babaki, P.E., Director of Public Works & Development Services

Prepared by: Seung Yang, Deputy Director of Engineering Services

Fiscal Impact reviewed by: Vilko Domic, Director of Finance

Approved as to form by: Noel Tapia, City Attorney

## **ATTACHMENTS:**

1. Resolution
2. Traffic Control Plan