



RECREATION SERVICES MEMO

DATE: 03/25/2015
TO: Mayor and Councilmembers
FROM: Brian Grube, Recreation Services Director
Glorice Pavey, Recreation Supervisor
CC: Jeff Meilbeck, Josh Copley, Jerene Watson, Leadership Team
Re: Revisions to the Special Event Permit Packet

MEETING DATE: March 31, 2015

This memorandum provides information relevant to the March 31, 2015 City Council work session regarding revisions to the Special Event Permit Packet.

Overview of Proposed Changes to the Special Event Permit Packet:

- Updated the definition of a special event to coincide with the proposed revisions to the chapter of the City Code regarding special events. The revised definition is more clear and concise.
- Added a provision that special events should not advertise until after final approval of the application.
- Changed the deadlines so that they are consistent throughout the review process. This applies to fees, cancellations/refunds, substantive review.
- Removed historical precedent for events in probationary standing.
- Removed the provision that prohibited skateboard and BMX events from obtaining a special event permit. These events will be evaluated on a case-by-case basis.
- Created a provision to limit the number of special events at Heritage Square that have the primary purpose of offering goods or services for sale. Such events will be considered Primary Retail Sales Events and be limited to one per month at Heritage Square.
- For special events at Heritage Square that do not have the primary purpose of offering goods or services for sale (Secondary Retail Sales Events), a provision has been added that limits the number of vendors at such events to four (4).
- Created objective criteria for approving or denying street closures.
- Removed provision that City Council must approve requests for one way street closure or parade.
- Removed provision that City Council must approve applications that include the sale of alcohol at Heritage Square.

- Gave authority to the Public Works Director or his designee to make changes to the permit packet rules and regulations.
- Made the special event permit packet more user-friendly by simplifying the language, removing repetitive provisions, and rearranging the order of the regulations.
- Added a provision that Wheeler Park's use would be limited by a landscape watering schedule.

Compulsory Changes to the Special Event Permit Packet:

- Section regarding temporary signs has been updated to conform with recent revisions to the sign code.
- Section regarding Tax and Licensing has been updated.
- Section regarding insurance requirements has been updated after receiving input from Risk Management.
- Section regarding administrative and substantive review process has been updated to conform to HB1443.

Input from Downtown District Manager:

- Supports limiting the number of Primary Retail Sales Events at Heritage Square.
- Supports limiting the number of vendors at Secondary Retail Sales Events at Heritage Square.
- Supports removing the requirement that all events proposing to serve alcohol must obtain City Council approval.
- Does not want to cap street closures in the Historic Downtown District to a specific number.
 - Supports adding the following parameters for street closures
 - Limit street closures to events that actually warrant a street closure
 - See page 12, "Street Closure"; #5
 - Provides for denial of street closure request when the nature of the event does not justify a street closure (street closures are intended to accommodate parades or other events that require the exclusive use of a street, as well as large-scale events that require additional space to ensure public safety)
 - Deny new requests that seek to close streets on busy or holiday weekends
 - See page 12, "Street Closure"; #5
 - Street closure would substantially or unnecessarily interfere with traffic
 - Street closure would unreasonably impact business activities in the immediate vicinity of the closure
 - Staff should consider recent closures when approving or denying requests
 - See page 12, "Street Closure"; #5
 - Street closure would unreasonably impact business activities in the immediate vicinity of the closure

- Supports Recreation staff having authority to review and approve street closures without City Council input, based upon the following system:
 - Special Event applications would be sent to the Downtown District Manager for review and comment.
 - Two opportunities for review: administrative and substantive
 - District Manager will provide opportunity for business owners to give their input based upon the objective criteria established in the special event permit packet.
 - Public comment is structured and funneled through the Downtown District Manager.
 - District Manager will have opportunity to request that certain conditions be placed on approval of the street closure and to provide input on the event's site plan.
 - City Council will be informed about any street closure requests, including outreach, public comments, conditions and approval or denial of the application, through a memo from staff.
 - City staff (members of the special event review committee), the Downtown District Manager, and the Applicant/Event Organizer will conduct a pre-event "walk-through" to ensure that all conditions and public concerns have been addressed. .

Attachments:

- Red-lined version of the special event permit packet
- Clean version of the special event permit packet
- Red-lined version of the special event application
- Clean version of the special event permit application
- Proposed ordinance amending Chapter 8-12 of the City Code concerning special events
- Resolution