

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: TARA THOMPSON, ARTS COORDINATOR
ADRIANE MERTENS, MARKETING AND OUTREACH
COORDINATOR, RECREATION AND PARKS
SUBJECT: AMENDMENT TO COUNCIL POLICY 000-09 - PROCEDURES
FOR PERMITTING SPECIAL EVENTS AND OBTAINING CITY
SPONSORSHIP AND REPEALING COUNCIL POLICY 000-18 –
GUIDELINES FOR FILMING WITHIN THE CITY OF SANTA ROSA

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Recreation & Parks Department that the Council, **by Resolution:** 1) amend Council Policy 000-09 - Procedures for Permitting Special Events and Obtaining City Sponsorship; and, 2) repeal Council Policy 000-18 - Guidelines for Filming within the City of Santa Rosa.

EXECUTIVE SUMMARY

Amendments proposed for Council Policy 000-09 - Procedures for Permitting Special Events and Obtaining City Sponsorship establish a comprehensive process for issuing permits for events and film production taking place on various outdoor property operated and managed by the City. The policy is a complete rewrite, beginning with a new title, "Event Permits."

BACKGROUND

Council Policy 000-09 provides permitting procedures for special events. The policy has not been updated since 1992. The proposed amendments are intended to reflect actual permitting practices for a variety of events and film production using outdoor public property. A film production policy is incorporated. Therefore, Council Policy 000-18 - Guidelines for Filming within the City of Santa Rosa can be repealed. Council Policy 000-47 - Community Promotions addresses City support of events.

PRIOR CITY COUNCIL REVIEW

July 17, 1979 Resolution No. 13955, adopted Council Policy 000-09 - Police Services for Special Events. October 15, 1991 Resolution No. 20564, amended Council Policy 000-09, renamed Procedures for Permitting Special Events and Obtaining City Sponsorship and Expenditure of Funds for Community Promotion, and established a definition of Special Event and developed the City of Santa Rosa Special Event Permit Requirements handbook. March 24, 1992 Resolution No. 20722, amended Council Policy 000-09, renamed the policy Procedures for Permitting Special Events and Obtaining City Sponsorship, and established an application fee.

ANALYSIS

The City of Santa Rosa recognizes the community benefits that may result from events and film production and encourages such activities. At the same time, public safety issues, impacts on neighborhoods and the draw on City services should be considered.

With input from representatives from City departments including Police, Fire, Transportation & Public Works, Planning & Economic Development, Water, Legal, and Finance, staff developed the proposed amendments, with the goal of updating Council Policy 000-09 to reflect and support events and film production currently being permitted on outdoor public property, and to achieve consistency with Chapters 11-40 and 13-24 of the Santa Rosa City Code.

The proposed amendments include:

- Policy renamed Event Permits.
- General policy and procedures for event and film production planned on public property.
- Establishing an Application Review Team for event permits.
- Policy and procedures for permitting events using streets, sidewalks, alleys and parking areas, including a streamlined permit for block parties.
- Policy and procedures for permitting film production on City property.
- Policy and procedures for permitting events using civic sites, including Courthouse Square.
- Policy and procedures for permitting events specifically using parks.

Council Policy 000-18 - Guidelines for Filming within the City of Santa Rosa can be repealed as the proposed amendments to Council Policy 000-09 include policies governing film production.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

A briefing on proposed policy amendments related to permitting events using civic sites was made to the Downtown Subcommittee on September 9, 2016. A briefing on proposed policy amendments related to permitting events using parks was made to the Board of Community Services on September 28, 2016.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A Council Policy 000-09 Event Permits

CONTACT

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