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BACKGROUND:

The City Manager or his/her designee is authorized to issue permits for events which take place on outdoor public property managed and operated by the City under this policy.

PURPOSE:

This policy is intended to provide coordinated processes for reviewing and issuing event permits and to create a mechanism for reasonable cost recovery. The application process for requesting and receiving a permit provides the City with an opportunity to review the activity as described by the Applicant and determine how the activity impacts public property and other activities. The Council recognizes the substantial community benefits that may result from events and wishes to encourage such activities. At the same time, the City must take into consideration public safety, impacts on neighborhoods and businesses, and the routine and customary use of public property, and the potential draw on City resources and services.

DEFINITIONS:

Except as otherwise defined below, the terms defined in Chapters 11-40 and 13-24 of the Santa Rosa City Code shall have the same meanings when used in this policy.

As used in this policy:

“Applicant” means any person 18 years of age or older, or any group, organization, or entity that seeks a permit from the City of Santa Rosa under this policy.

“Application” means the application for a permit under this policy in a form approved by the City Manager.

“City Manager” means the City of Santa Rosa City Manager or the City Manager’s designee.

“Civic Site Permit” means a permit for an Event on public property located in downtown Santa Rosa that is not categorized as a street, sidewalk, alley, parking area, or park, including, but not limited to, Courthouse Square, the grounds of City Hall, Comstock Mall, and similar sites.

“Event” means one-time, annual or recurring events including, but not limited to, film production, block parties, festivals, outdoor markets, concerts, parades, walks, runs, cycling events, athletic tournaments, day camps, weddings, social gatherings and fundraisers that take place on public streets, sidewalks, alleys, parking areas, civic sites or parks, above and beyond the normal pattern of use. “Event” includes special events, as defined in Section 11-40.010 of the Santa Rosa City Code.

“Film Permit” means a permit for commercial film production on City property.

“Park Permit” means a permit for an Event using park property.

“Permittee” means the person, group, organization, or entity that has been issued a permit under this policy.

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“Special Event Permit” means a permit for an Event using public streets, sidewalks, alleys and parking areas.

POLICY:

It is unlawful for any person to conduct or participate in an Event unless a permit has been issued by the City Manager pursuant to this policy. The permit shall be on location during the Event and shown upon demand of any City official.

Applications for proposed Events shall be reviewed using processes outlined in this policy and applicable sections of Santa Rosa City Code. Requirements and exceptions for free speech marches are outlined in Chapter 11-40 of the Santa Rosa City Code. Events will be reviewed for the impacts on public resources including, but not limited to, police, fire, street, parking, transit, and park services.

I. GENERAL:

- A. Applications for permits must be submitted not less than 30 days and not more than one year before the date of the Event.
- B. Applicant must pay a non-refundable application processing fee as established by City Council at the time the application is submitted.
- C. Applicant must pay all other fees related to the Event as established by City Council in advance of the Event.
- D. Applicant may be required to pay a refundable security deposit to City not less than 15 days prior to the Event. Security deposit refunds, less amounts deducted to cover the cost of any property or other damage, and cost of clean-up, will be processed within 30 days of Event completion.
- E. Applicant must pay to the City its costs of providing public services for an Event.
- F. Applicant is responsible for planning and implementing the Event, and determining resources and approvals that are needed to conduct the Event, including whether permits from the City or other agencies are required.
- G. Applicant shall remit to the City any balance of permit fees not less than 15 days prior to the Event.
- H. Applicant may be required to notify residents and businesses potentially impacted by an Event.
- I. Applicant shall provide a Certificate of General Liability insurance to the City in a form approved by the City Attorney. Coverage shall be provided by a comprehensive general liability insurance policy in the amount determined by the City’s Risk Manager to cover any property damage or personal injury caused during the Event. The City of Santa Rosa, its officers, officials, employees and volunteers shall be named as additional

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insureds through an endorsement to the General Liability insurance policy.

- J. An Amplified Sound Permit from the Santa Rosa Police Department is required for the use of amplified sound.
- K. Permits and on-site inspections by the Fire Department may be required for Events using portable fencing, tents, liquid petroleum gas (propane), or other uses as determined by the Fire Code Official.
- L. Applicant must indicate on the application whether alcohol will be present during the proposed Event. Applicant is responsible for obtaining all approvals from the California Department of Alcohol Beverage Control (ABC), if required, and also adhering to ABC specific guidelines and regulations. Events serving alcohol may require liquor liability insurance.
- M. Multiple day Events may require night security arranged and paid by Applicant.
- N. Permitted property must be restored to its original condition upon conclusion of the Event. A trash management plan, including waste collection service, may be required. Clean-up costs and the costs to repair or restore property shall be paid by permittee. The City may deduct such costs from the security deposit as well as bill the permittee for costs in excess of the deposit.
- O. City support for Events must be requested separately through the Community Promotions Fund process per Council Policy 000-47 or through an Event-specific agreement approved by the City Council.
- P. City Departments that directly produce Events are exempt from paying permit fees and deposits.
- Q. Upon a showing by applicant of good cause, the City Manager may consider an application that is filed less than 30 days before the event date.
- R. Refer to Chapter 11-40 of the Santa Rosa City Code for free speech march requirements and exceptions.

II. APPLICATION REVIEW TEAM FOR EVENT PERMITS:

- A. The City Manager shall establish an Application Review Team of department staff representatives including, but not limited to, Police, Fire, Transportation & Public Works, Recreation & Parks, Planning & Economic Development, and Finance.
- B. Each department director shall assign appropriate staff to the Application Review Team, and ensure that staff representatives and alternates attend meetings and provide timely review and written comments to establish the conditions of issuance of each permit.

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- C. The City Manager will designate a department director responsible for assigning a chair person to the Application Review Team. The chair will be responsible for coordinating Application Review Team work.
- D. One or more pre-Event meetings with the Applicant and Application Review Team may be required to review the details of the application, determine required City services, and establish permit conditions.
- E. One or more post-Event meetings with the Applicant and Application Review Team may be required to evaluate the Event, determine if permit conditions were met, and provide feedback and recommendations to the Event organizer.

III. EVENTS USING STREETS, SIDEWALKS, ALLEYS OR PARKING AREAS (SPECIAL EVENT PERMIT):

- A. Events are subject to the regulations established in Chapter 11-40 of the Santa Rosa City Code and this policy.
- B. A Traffic Control Plan, approved by the Transportation & Public Works Director or designee, is required for any hard closure of a City street permitted through a Special Event Permit. The cost of preparing and implementing a Traffic Control Plan is the responsibility of the Applicant.
- C. For Events where “No Parking” restrictions will be in effect, signs shall be posted a minimum of 24 hours in advance for restricted parking areas and 72 hours in advance for unrestricted parking areas. The cost of the “No Parking” signs and posting of signs is the responsibility of the Applicant. The “No Parking” signs must be purchased from the City to ensure the signs meet legal requirements for possible vehicle towing.
- D. Reserved metered parking spaces will be charged a lost revenue fee per meter. These fees are due in advance of the Event.
- E. Street closures for block parties may be permitted as a Block Party Permit, through a streamlined permit process intended to encourage neighborhood gatherings.
 - 1. A block party on a closed residential street is intended for residents and neighbors.
 - 2. A street may not be closed for a block party if any of the following conditions exist: the speed limit is greater than 25 mph; the street has more than two lanes; the street is categorized as an arterial or collector street; or there is a bus stop within the boundaries of the closure.
 - 3. Only readily removable barricades may be used for block party street closures, and a 20-foot lane of clearance is required for emergency vehicle access at all times.
 - 4. Insurance is not required to obtain a Block Party Permit.
 - 5. Special Events not meeting the criteria for a Block Party Permit may be permitted through the regular Special Event Permit process.

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- F. The use and loan of City-owned traffic control devices, including signs, barricades and cones, is administered by the Transportation & Public Works Director or designee.
1. Traffic control devices and related services will be provided for Events which receive City of Santa Rosa Community Promotions Funds when the Applicant specifically requested devices as a service on their Community Promotions funding request and the City Council approved the request. After an Event has been approved for support from the Community Promotions Fund, and the Applicant has applied for a Special Event Permit, the Event organizer may contact the Street Maintenance Superintendent to schedule traffic control services and use of devices.
 2. Traffic control devices and services shall be available at no cost to other City departments that directly produce Special Events. After the department has applied for a Special Event Permit, the organizing staff may contact the Street Maintenance Superintendent to schedule traffic control services and use of devices.
 3. A limited number of traffic control devices will be available for residential neighborhood block parties at no cost when requested through the Block Party Permit process. The number of barricades must not exceed four per block party and the permittee must pick up and return the devices from and to the corporation yard as arranged with the Street Maintenance Superintendent.
 4. The Transportation & Public Works Department must retain a reserve of no less than 10% of total traffic control devices at all times in case of emergency.

IV. FILM PRODUCTION (FILM PERMIT):

- A. Commercial film production on City property is permitted through a Film Permit and is subject to the regulations established in Chapters 11-40 and 13-24 of the Santa Rosa City Code, Chapter 48 of the California Fire Code, and this policy.
- B. A permit and on-site inspection by the Fire Department is required for use of pyrotechnic special effects, open flames, flammable or combustible liquids, gases and dust, hot work and the presence of motor vehicles within a building. Additional permits may be required by the Fire Code Official.
- C. A Traffic Control Plan, approved by the Transportation & Public Works Director or designee, is required for any hard closure of a City street permitted through a Film Permit. The cost of preparing and implementing a Traffic Control Plan is the responsibility of the Applicant.
- D. For film production where “No Parking” restrictions will be in effect, signs shall be posted a minimum of 24 hours in advance for restricted parking areas and 72 hours in advance for unrestricted parking areas. The cost of the “No Parking” signs and posting of signs is the responsibility of the Applicant. The “No Parking” signs must be purchased from the City to ensure the signs meet the legal requirements for possible vehicle towing.
- E. Reserved metered parking spaces will be charged a lost revenue fee per meter. These fees are due in advance of the Event.

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- F. Residential areas may be used for film production only between the hours of 7:00 a.m. and 10:00 p.m.
- G. The film producer shall notify residents a minimum of 72 hours before filming in a residential neighborhood. The written notice shall include the company's shooting times, and the name, address, and phone numbers of the company's local office and representative. Prior to filming, the film producer shall furnish written proof to the City Manager that this information has been distributed.
- H. The filming activity shall not interfere with the normal activities of a residential neighborhood. The area must be cleaned completely by the permittee before leaving the film location. The public may not be deprived ingress and egress to residential property.
- I. All production vehicles shall be visibly identified, including rented vehicles, with the name of the film production company. Such identification shall be placed in the windshield of each vehicle while on location.

V. EVENTS USING CIVIC SITES (CIVIC SITE PERMIT):

- A. Events using civic sites are permitted through a Civic Site Permit and are subject to regulations established in Chapter 13-24 of the Santa Rosa City Code and this policy.
- B. A Civic Site Permit is required for any organized activity using a civic site if:
 - 1. It may impact other civic site users, rendering the civic site unavailable for routine use;
 - 2. Alcohol sales and/or consumption may occur;
 - 3. Business will be conducted, including, but not limited to: instruction; dog training; admission fee collection, food, beverage or merchandise sales, or any other monetary transactions will occur;
 - 4. Event equipment, including but not limited to stages, booths, or tents, will be placed on the site; or
 - 5. Portable toilets and additional dumpsters are necessary and will be placed on site.
- C. Permit applications for the use of civic sites will be reviewed to determine if the Event is suitable for the location requested, considering capacity, parking availability, impacts to surrounding businesses and other users, other issued permits and scheduled uses, safety, and other relevant factors. If a requested location is determined to be infeasible or inappropriate for an Event, staff may recommend alternate locations managed or operated by the City or other entities if any are known. If the scope of the Event changes significantly during the application process so as to make the choice of location no longer feasible, the City Manager may change the Event to an alternate location or deny the Civic Site Permit application.

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- D. A Civic Site Permit application will be acted on within 15 days of receiving complete information, including comprehensive site plan from the Applicant. A permit will be issued once the application is approved, the Applicant agrees in writing to comply with the terms and conditions of the permit, and Applicant pays all permit fees.
- E. Applicant shall pay fees for City equipment and utilities as established by City Council, due in advance of the Event.
- F. If an application is denied by the City Manager, the Applicant may appeal the denial to the City Council. The appeal shall be filed by the Applicant within three working days of denial, and shall be filed in writing with the City Clerk stating the grounds for the appeal. The Council shall hear the appeal at the next regular meeting held at least five working days after the filing of the appeal.
- G. A Civic Site Permit for use of a civic site may be canceled by the City Manager for any of the following reasons:
 - 1. Information contained in the application is found to be false.
 - 2. The permittee modifies the Event in a material way from that described in the permit.
 - 3. The Applicant fails to meet any of the conditions listed in the permit.
- H. Ticketed Events, paid admission, or invitation-only Events may be subject to premium permit fees as established by the City Council and additional conditions, such as requirements concerning the style and appearance of a tent, booth, fencing, or other equipment.
- I. Events which are proposed to be held for the sole purpose of advertising any product, good, wares, merchandise or event and which are purely for private profit are prohibited.
- J. Vehicle access onto civic sites may be allowed in conjunction with a Civic Site Permit. Applicant shall indicate on the application the type and number of vehicle(s), the purpose of the vehicle(s), and the intended location of the vehicle(s), including identifying the location where vehicle(s) will enter and exit the site. Vehicle access shall be conditioned on approved location(s) and duration, and weight and size limitation may be imposed to avoid damage to property. Unauthorized vehicle(s) will be subject to citation and removal.
- K. Events that include one or more of the following components require City staff on site during the Event at Applicant's expense:
 - 1. Attendance by 1,000 or more;
 - 2. Applicant receives approved vehicle access on pathways or turf; or
 - 3. Atypical Event components as determined by the Application Review Team.
- L. Fencing the entire perimeter of Courthouse Square to limit access by the general public is prohibited.

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M. Events that include adjacent street closures are also subject to the regulations outlined in Section III, EVENTS USING STREETS, SIDEWALKS, ALLEYS OR PARKING AREAS.

VI. EVENTS USING PARKS (PARK PERMIT):

A. The Recreation & Parks Director, or designee, is authorized to issue Park Permits under Chapter 13-24 of the Santa Rosa City Code.

B. Events in parks are permitted through a Park Permit and are subject to park regulations established in Chapter 13-24 of the Santa Rosa City Code and this policy.

C. A Park Permit is required for any organized Event or activity using park property if:

1. The Event location is in a neighborhood park;
2. Attendance is 100 or more;
3. The Event is open to the general public;
4. Alcohol sales, alcohol consumption in a neighborhood park, alcohol consumption in a community park prior to 5:00 p.m. weekdays (excluding holidays) will occur;
5. Business will be conducted, including, but not limited to: fitness instruction; dog training; camps; collecting fees for admission, food, beverage or merchandise; commercial photography or film production; or other monetary transactions;
6. Special event equipment, including but not limited to stages and inflatables, will be placed upon park grounds;
7. Portable toilets and additional dumpsters are necessary and will be placed upon park grounds; or
8. The Event will impact other park patrons outside of reserved Event area.

D. Park Permit applications shall be reviewed to determine if the Event is suitable for the park requested, considering park capacity, parking availability, impact to neighborhood and other park users, other issued permits and scheduled uses, safety, turf conditions and other relevant factors. If a requested park venue is determined to be infeasible or inappropriate for an Event, staff may recommend alternate locations managed or operated by the City or other entities if any are known. If the scope of the Event changes significantly during the application process so as to make the choice of park no longer feasible, the Recreation & Parks Director or designee may change the Event to an alternate park location or deny the permit application. The Recreation & Parks Director or designee may deny a permit application if the Applicant has failed to comply with the material terms and conditions of a previous permit.

E. A permit application will be acted on within 15 days of receiving complete information, including a comprehensive site plan from the Applicant. A permit will be issued once the application is approved, the Applicant agrees in writing to comply with terms and conditions of the permit, and Applicant pays all permit fees.

F. If an application is denied by the Recreation & Parks Director or designee, the Applicant may appeal the denial to the City Council. The appeal shall be filed by the Applicant within three working days of denial, and shall be filed in writing with the City Clerk stating

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the grounds for the appeal. The Council shall hear the appeal at the next regular meeting held at least five working days after the filing of the appeal.

- G. If the size and nature of the Event precludes the simultaneous use of other areas of the park or on premise recreation facilities identified on the master fee schedule as available for rent, the Applicant shall pay the rental fees for those impacted facilities.
- H. A Park Permit may be canceled by the Recreation & Parks Director or designee for any of the following reasons:
 - 1. Information contained in the application is found to be false.
 - 2. The permittee modifies the Event in a material way from that described in the permit.
 - 3. The Applicant fails to meet any of the conditions listed in the permit.
 - 4. Weather, such as heavy rain, creates saturated turf or other park conditions that may be damaged by the Event. Events that are canceled due to turf conditions are eligible for a fee refund or rescheduling.
- I. Electricity is not available at parks. Permittees may bring generators for their electrical needs.
- J. Inflatables, such as jump houses, and other temporary play structures require a Park Permit. Applications with requests to install the equipment temporarily on park property shall be evaluated based on impact to the park, other patrons and the neighborhood, suitability of the requested location for the inflatable or play structure, and proximity of other permitted inflatables, play structures, and equipment. Applicant shall include the name of the company providing the equipment on the Event application, and companies providing equipment shall have liability insurance on file with the City of Santa Rosa naming the City as an additional insured.
- K. Vehicle access onto park pathways and turf may be allowed in conjunction with a Park Permit. Applicant shall indicate on the application the type and number of vehicle(s), the purpose of the vehicle(s), and the intended location of the vehicle(s), including identifying the location where vehicle(s) will enter and exit the park grounds. Vehicle access shall be conditioned to approved location(s) and duration, and weight and size limitation may be imposed to avoid damage to turf or pathways. Unauthorized vehicle(s) will be subject to citation and removal.
- L. Park facilities designed for and serving specific athletic and sport functions, including but not limited to baseball and softball diamonds, soccer fields, tennis and racquet courts, and golf courses, shall not be used for an Event unless the Event is an athletic tournament, sports competition, or promotional event aligned with the primary functions of the facility. Vehicle access onto athletic and sports fields shall be limited to unloading and loading of equipment; such vehicles shall be removed from the site prior to the Event.

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- M. Athletic field use that is an Event, such as a tournament scheduled in addition to fields permitted for league play, must be applied for and reviewed to determine if a Park Permit is required.
- N. Events that include one or more of the following components require City staff on site during the Event at Applicant's expense:
 1. Attendance by 1,000 or more;
 2. Event includes vendors;
 3. Applicant receives approved vehicle access on pathways or turf; or
 4. Atypical Event components as determined through the review process.
- O. Events that include adjacent street closures are also subject to the regulations outlined in Section III, EVENTS USING STREETS, SIDEWALKS, ALLEYS OR PARKING AREAS.

Amended by Resolution No. RES-2017-088
 Amended by Resolution No. 20722
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