



MEETING DATE: 6/7/04
ITEM NO. 6

COUNCIL AGENDA REPORT

DATE: JUNE 2, 2004
TO: MAYOR AND TOWN COUNCIL
FROM: DEBRA J. FIGONE, TOWN MANAGER *[Signature]*
SUBJECT: ADOPTION OF USE GUIDELINES FOR THE TOWN PLAZA, CIVIC CENTER PARK AND OAK MEADOW PARK BANDSTAND

RECOMMENDATION:

Adoption of use guidelines for the Town Plaza, Civic Center and Oak Meadow Park Bandstand.

BACKGROUND:

Currently, the Town does not have use guidelines for three public facilities in Town used for special events: the Town Plaza, the Civic Center lawn, and the Oak Meadow Park Bandstand. Staff from Community Services, Parks and Public Works, Town Manager's Office, and Police convened as the Logistics Team to discuss issues related to guidelines, including types of events, park use fees, and evaluation of impacts to each facility and their surrounding areas, including noise and traffic impacts.

DISCUSSION:

Guidelines for the use of the Town Plaza, Civic Center Park and Oak Meadow Bandstand are necessary to manage requests and the impacts the events may cause. The Logistics Team's objective was to develop recommendations for managing special events at these locations so they will not negatively impact other events, the facilities, or the surrounding area. For example, the team recommends that events at the Civic Center should be limited to when the Library is closed, and that the number of events at the Town Plaza should be limited to once a week to limit negative impacts to the grass area, which needs time to recover from heavy use.

Staff compiled a matrix listing for each facility the permissible event sponsors or co-sponsors, available days and times, types of events permitted, and special requirements (including permits required and costs). The matrix, "Town Plaza, Civic Center and Oak Meadow Park Bandstand Use Guidelines," was presented to the Parks Commission meeting on March 2, 2004 (Attachment 1). The Parks Commission recommends that the Town Council adopt the guidelines.

PREPARED BY: *[Signature]*
JOHN E. CURTIS
Director of Parks and Public Works

Reviewed by: RSS Assistant Town Manager _____ Attorney _____ Clerk _____ Finance
_____ Community Development Revised: 6/4/04 9:34 am

PAGE 2

MAYOR AND TOWN COUNCIL

SUBJECT: ADOPTION OF USE GUIDELINES FOR THE TOWN PLAZA, CIVIC CENTER
PARK AND OAK MEADOW PARK BANDSTAND

June 2, 2004

The guidelines include the identification of permissible sponsors or co-sponsors of events held at these facilities. Staff and the Parks Commission are recommending that only Town-sponsored events be held at the Civic Center; with the exception of Fiesta de Artes which staff recommends be "grandfathered in" although it is not a Town-sponsored or co-sponsored event. It is recommended that non-profit organizations be given priority for use of the Bandstand and Town Plaza. It should be noted that although the priority for use will be for non-profit organizations, permits are issued based upon a first-come, first-served reservation process. Additionally, it was determined the Bandstand should not be used when other events are occurring nearby, such as during the Shakespeare Festival.

Cost recovery for services provided by the Town at each of these locations is also recommended. Users will be charged separately for specific services rendered, such as Park Service Officer services. At present, park use fees for the Town Plaza are not identified specifically in the Town's fee ordinance. Thus, the general park use permit fee of \$46.00 for residents and \$61.00 for non-residents would apply. The Bandstand is referred to as the Gazebo in the fee schedule, with a fee of \$41.00 per hour for local non-profits, \$61.00 per hour for private parties hosted by residents, \$81.00 per hour for non-local non-profits, and \$122.00 per hour for non-resident private parties. No park use fee is charged currently for the Civic Center lawn. The matrix lists these costs; however, staff recommends that the fee for the use of the Town Plaza be adjusted with the next Town fee update to be consistent with the fee for the Bandstand.

The guidelines for use developed by the Logistics Team are comprehensive and will provide useful direction for both staff and the community in determining when park use permits may be issued for these three facilities. The guidelines do not represent a change in process or practice; rather, they provide clarification for use of these facilities.

CONCLUSION:

Staff recommends that Council adopt the use guidelines for the Town Plaza, Civic Center Park and Oak Meadow Bandstand.

ENVIRONMENTAL ASSESSMENT:

This project not defined under CEQA. A Notice of Exemption is not required.

FISCAL IMPACT:

No direct fiscal impact..

Attachments:

Town Plaza, Civic Center Park, and Oak Meadow Park Bandstand Use Guidelines

TOWN PLAZA, CIVIC CENTER PARK, AND OAK MEADOW BANDSTAND USE GUIDELINES

TOWN PLAZA			
EVENT SPONSOR OR CO-SPONSOR	TYPE OF EVENT	DAYS AND TIMES AVAILABLE	SPECIAL REQUIREMENTS
<ul style="list-style-type: none"> • Town sponsored or co-sponsored • Non-profit agency that serves Los Gatos* • Business located in Los Gatos <p style="margin-top: 10px;">*Non-profit agency is defined as any agency with 501(c)3 status, service club, public school, or governmental agency.</p>	<ul style="list-style-type: none"> • Impact on park is the primary criteria • Free concerts, art exhibits, celebrations • Non-profit fund raising events open to the public • Private parties are not allowed 	<ul style="list-style-type: none"> • Done by priority of sponsor • Days/Time determined by event • Impact on park is the primary criteria 	<p>A Special Event Permit is required including, but not limited to:</p> <ul style="list-style-type: none"> • Park Use Fee*: <ul style="list-style-type: none"> • Non-profit - \$46 • Business - \$61 • Refundable Security Deposit: \$100* • Proof of Insurance • Cost Recovery Fees for services provided by the Town of Los Gatos • Event will be evaluated for noise, traffic, and other impacts on the park and surrounding neighborhoods <p style="margin-top: 10px;">* Fees and deposit to be adjusted with the next Town fee update to be consistent with the Bandstand fees.</p>

CIVIC CENTER PARK

EVENT SPONSOR OR CO-SPONSOR	TYPE OF EVENT	DAYS AND TIMES AVAILABLE	SPECIAL REQUIREMENTS
Town sponsored or co-sponsored events only	<ul style="list-style-type: none"> • Impact on park is the primary criteria • Free concerts, art exhibits, celebrations • Non-profit events co-sponsored by the Town and open to the public <p>*Non-profit agency is defined as any agency with 501(c)3 status, service club, public school, or governmental agency.</p>	<ul style="list-style-type: none"> • Done by priority of sponsor • Limited to one event a week • Allowed only when the Civic Center and Library are closed. • Impact on park is the primary criteria 	<ul style="list-style-type: none"> • A Special Event Permit is required including, but not limited to: <ul style="list-style-type: none"> • Proof of Insurance • Cost Recovery Fees for services provided by the Town of Los Gatos • Use of the Neighborhood Center must be reserved separately.

OAK MEADOW BANDSTAND

EVENT SPONSOR OR CO-SPONSOR	TYPE OF EVENT	DAYS AND TIMES AVAILABLE	SPECIAL REQUIREMENTS
<ul style="list-style-type: none"> • Town sponsored or co-sponsored • Non-profit agency that serves Los Gatos* • Los Gatos Residents (R)** • Los Gatos Non-residents (NR)*** <p>*Non-profit agency is defined as any agency with 501(c)3 status, service club, public school, or governmental agency.</p> <p>**Applicants who live or have businesses in the 95030 or 95032 zip code areas or are employees of the Town.</p> <p>***Applicants who do not meet the definition of resident, including County residents with Los Gatos address.</p>	<ul style="list-style-type: none"> • Impact on bandstand and park are the primary criteria • Free community events that are open to the public, such as concerts, celebrations or art exhibits • Non-profit fund raising events that are open to the public • Private parties • Weddings and receptions (The throwing of bird seed, rice, confetti is not allowed.) 	<ul style="list-style-type: none"> • Done by priority of sponsor • Determined by event • Available: <ul style="list-style-type: none"> • During regular park hours. • Evening use will require a Special Event Permit (Music must end by 9 pm, and the event must be over by 10 pm.) 	<ul style="list-style-type: none"> • Park/Bandstand Fees: <ul style="list-style-type: none"> • Non-profit \$41/hr. (R) • \$81/hr. (NR) • Private Party \$61/hr. (R) • \$122/hr. (NR) • Refundable Security Deposit: \$500 • Park Reservation Procedures and Guidelines shall be followed. • Special Event Permit may be required including, but not limited to: <ul style="list-style-type: none"> • Proof of Insurance • Cost Recovery Fees for services provided by the Town of Los Gatos • Event will be evaluated for noise, traffic, and other impacts on the park and surrounding neighborhoods

