

SUBJECT: ZONE TEXT AMENDMENT, SPECIAL EVENT PERMITTING

PREPARED BY: EVENT AND FILM SERVICES DIVISION, ECONOMIC  
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### STATEMENT ON THE SUBJECT

At its meeting on July 18, 2016, the City Council directed the Event Services Division staff to examine established event guidelines in order to assess policies and procedures for event permits. On November 7, 2016, City Council approved a comprehensive update of policies and procedures for event permitting. Staff studied business' special event needs and weighed them against existing City event operations, data, trends and history. Policies were developed to augment and ensure a high level of professional customer services, with a focus on predictable, reliable, and safety criteria. These standards were meant to ensure community-friendly events that embrace the City's creative core values and ensure exceptional performance from the Event and Film Services Division as well as the producers who hold events in the City. At its meeting on April 4, 2017, the City Council approved the implementation of many of the proposed operational policies and guidelines. These new policies require changes to the Municipal Code Zone Text. Proposed changes to the municipal code will have the following affect:

- 1) **More intuitive text:** By separating Temporary Use Permitting and Special Event Permitting into two separate and distinct sections and cleaning up language which does not pertain to the City of West Hollywood (such as having Rodeos) the zone text regarding Special Events is easier to understand.
- 2) **Consistent terms:** Part of creating the intuitive zone text language included modifications to inconsistent language regarding the length of time activations may occur. All permits now have a baseline limit of 3 consecutive days, and 12 activations a year, except in the instances that a land use agreement specifies fewer allowed activations. The City's Review Authority (Economic & Development Director) also will have more flexibility to modify requests.
- 3) **Minimal requirements for low impact activations:** Requirements for low impact events on private property have been greatly reduced or eliminated.

Regulation is limited to addressing public safety and mitigating neighborhood impacts.

- 4) **Permit Types Clarified:** Section 19.55.050 B “Types of Special Events”, clarifies how permit types are assigned. The section offers clarity, flexibility, and consistency for assigning permit types.
- 5) **Requirements Clarified:** Section 19.55.030 “Number, Duration, and Other Requirements of Special Event Permits” clarifies these aspects of special event permitting.

## **ATTACHMENTS**

- A. Draft Zone Text Amendments, Special Event Permits