



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 04/21/2020

ITEM NO: 15

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DATE: April 7, 2020  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: First reading and introduction of an ordinance of the Town of Los Gatos amending Los Gatos Town Code Chapter 14, Article X - Special Events.

**RECOMMENDATION:**

Staff recommends that Town Council accept public comment and then move for the introduction and first reading of an Ordinance, by title only, amending Town Code Chapter 14, Article X. - Special Events.

**BACKGROUND:**

Since June of 2017, staff has been working to streamline the special event permit process. This course of action has included reviewing and evaluating the Town's special event permit process, benchmarking other jurisdictions, collaborating with community stakeholders, and working cross departmentally to develop a permit process that is efficient and focused on a positive customer experience.

At its February 6, 2018 meeting, the Town Council adopted a series of comprehensive Code amendments to Town Code Chapter 14, Article X – Special Events. The most notable changes clarified the permit fee structure, the approving body, the approval process, and timeline for permit submittal.

One amendment included increasing the timeline for the special event permit application submittal from no less than 60 days before the proposed event to 90 days. This allowed for a more thorough review of the event permit application and the ability for events to modify their plans to meet the conditions of approval set forth in the permit. The submittal timeline for Block Parties was left at 60 days.

**PREPARED BY:** Christina Hill  
Marking and Events Specialists

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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DISCUSSION:

Since the 2018 Code amendments were adopted, staff has continued to augment and streamline the special event permit process by developing a comprehensive “Special Events Guidelines and Procedures FAQs” document, posting an updated streamlined application packet, adding resources to the Town’s website to assist event coordinators, and working closely with event coordinators to educate them on the new process. Through this process of redesigning, streamlining, and collaborating, staff has had the opportunity to further evaluate the special event process and is now recommending that the Town Council discuss and adopt the proposed amendments to the Town Code Chapter 14, Article X redlined in Attachment 1 to modify the timeline for submittal and provide needed clarification as noted.

The proposed changes are minor and provide event coordinators with more flexibility by decreasing the application lead time and clarifying other Code language. Event coordinators have expressed interest in some of the proposed modifications and have been notified of the proposed amendments via email prior to this scheduled Town Council meeting. The changes will be clearly communicated to event coordinators should the amendments be adopted.

The amendment that will be most notable to stakeholders is the proposed modifications to Section 14.100.0025 (a) *Time for filing*. This includes reducing the timeline for special event permit application submittals from 90 days to 60 days and reducing block party application submittals from 60 days to 30 days. Staff has found that since implementing the new streamlined event process, applications may be processed more efficiently, event coordinators have become familiar with the process, and most event applications are for repeat events thus reducing the time required for processing the permit.

Other proposed amendments include changing the *Time for action* from 45 to 30 days to reflect the shortened time for filing period and altering the language in the *Fees* section by removing the requirement for the event coordinator to pay 50% of the estimated fees prior to the event. Occasionally adjustments need to be made to the original event estimate due to changes or requests from the event coordinator, such as modifications to Police staffing time, requests for additional no parking signs, or the need for new encroachment permits for event equipment that may not have been included in the original application. Therefore, staff has found that it is most efficient to invoice the event coordinator immediately prior to or after the event. In addition, staff has included the requirement for event coordinators to pay all deposits in full prior to the event, a practice which is already taking place.

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CONCLUSION:

Staff is recommending that the Town Council accept public comment and then move for the introduction and first reading of an Ordinance, by title only, amending Town Code Chapter 14, Article X. - Special Events.

COORDINATION:

Coordination for this report included the Town Manager's Office, Town Attorney's Office, and Police Department.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachments:

1. Redline and blueline version of Town Code Chapter 14 Article X. – Special Events
2. Proposed ordinance