



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 19, 2013

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Beverly Canon Gardens Permit Guidelines and Use Fees

Attachment:

1. Permit Guidelines
2. Current and Proposed Fees
3. Beverly Canon Gardens Site Plan

INTRODUCTION

This report provides an overview of expanded use of the Beverly Canon Gardens for City Council consideration. When the Beverly Canon Gardens first opened to the public in 2008, it was the City Council and Recreation & Parks Commission's recommendation that the use of the Gardens be limited in scope and that the fees also be comparable with a higher end venue (higher than Greystone's Exterior Use Fees). At that time, only one adjacent tenant was confirmed, and it was thought that the City would want to begin cautiously in testing the space, review the number and type of requests that might occur over time, and make any adjustments that might be required. To date, there have been a wide variety of activities that have successfully occurred in the Gardens, and the two major tenants of the adjacent buildings have been and are supportive of the type of activities that have occurred in recent years. City officials and the tenants have expressed an interest in the expansion of use for this venue, and the City's concert and movie series last summer proved to be a successful program that was well received by the local businesses and residents.

DISCUSSION

In addition to any City sponsored activities, the Beverly Canon Gardens Permit Guidelines for public use originally only allowed for weddings/commitment ceremony activities. As other types of requests were received over time, staff eventually met with the Recreation & Parks Commission, to discuss the expansion of the Permit Guidelines and added language, with input from the Commission, to allow for other types of activities (*see Attachment 1 for the proposed guidelines, as well as a redline version of the proposed modifications*).

The current rates were also discussed with the Commission and are significantly higher than those for exterior use of Greystone Estate (*see Attachment 2*). With the expansion

of allowed uses, it is proposed that the current fees be reduced to those similar to Greystone's fees. Rather than a single use fee for Beverly Canon Gardens, it is proposed that multiple fees (depending on the size of event) be utilized, as is the case at Greystone. The revised fees will also be helpful when smaller events are proposed, and only utilizing a portion of the Gardens.

Staff reviewed the current fees with the Recreation & Parks Commission and it was recommended that the fees be diversified to better reflect the areas of use, and to be comparable with Greystone's Exterior Use fees. Fees for commercial use (events or activities that may require entrance fees and/or vendor fees) are also proposed (and suggested to be 25% higher).

[Please note that staff have been in discussion, and is continuing to meet with the current tenants on either side of the Gardens regarding partnership programs and/or sponsorships. A separate fee structure, specifically for current Garden tenants, will be considered and reviewed with the City Council at a later time. With the Spring/Summer months fast approaching, staff is eager to have the Guidelines for public use and updated Fee Structure in place for when inquiries for proposed Garden rentals occur.]

FISCAL IMPACT

To date, the revenues for Fiscal Year 2011-12 through the current fiscal calendar have been a modest \$8,000, due to the fact that the majority of activities have included City programs, and that when interested parties inquire about the costs to utilize the space, it is regularly mentioned that the fees are very high. The proposed fees are still considered on the high end, but would be comparable to Greystone, and staff would anticipate a higher usage of the venue, therefore generating additional revenue. *(For example, Greystone generated approximately \$90,000 in revenue for outdoor private special events for Fiscal Year 2011-12.)* Revenues are not anticipated to be as high as Greystone, since most applicants prefer a more private setting for events, but more affordable fees are expected to generate more activity.

RECOMMENDATION

The Recreation and Parks Commission has provided its support of the fee modifications and revised Guidelines. If the City Council is in concurrence with the recommendations, staff is seeking City Council direction and approval of the proposed fees and guidelines. Staff will be available to provide additional information and answer questions at the February 19 City Council meeting.

Gisele Grable 

Steven Zoet 
Approved By

Attachment 1



BEVERLY CANON GARDENS PERMIT GUIDELINES

1. Permits for events or film/photo activity only will be issued for use of any portion of the Gardens (except for the colonnade areas).
2. Permits will be issued to Beverly Hills residents and non-residents, as well as businesses that meet the following criteria:
 - The business has a current Beverly Hills business tax registration for commercial activity if approved.
3. There will be a maximum of 20 dates available each calendar year (exact dates to be determined; weekend and weekday dates are available).
4. There will be a maximum of 10 Saturday dates and 10 Sunday dates available; permits will not be issued for the same date or for the same weekend (no back-to-back events on the same weekend will be allowed).
5. No more than three permits (dates) will be issued to one applicant in a six month period.
6. Only one date per permit application.
7. Permit hours (with a 4-hour minimum) include setup and strike of any rentals. All event and film/photo activities, including striking, must conclude by 10pm.
8. Maximum capacity of turf area is 200 people; permits for events that exceed this amount require approval by Community Services Department staff.
9. Smoking is prohibited in the Gardens.
10. The following is prohibited unless authorized as part of a special permit issued by the City: selling any goods, wares, merchandise, foodstuffs, refreshments or other kinds of property or services.
11. Only free-standing lights and decorations may be used. Lights, decorations or other objects may not be attached to trees.
12. Only sandbags may be used to secure tents/canopies. Staking into the ground is prohibited.
13. Alcohol is allowed with confirmed California Alcohol Beverage Control (ABC) license and appropriate security.
14. A park ranger will be on site from setup start time until the end of the event (including breakdown/clean-up period). **Setup may not commence until ranger is present.**
15. The colonnades along Gardens may not be closed to public access at any time. Gardens may be cordoned off for restricted access, but colonnades must remain open.
16. A Certificate of Insurance naming the City of Beverly Hills as an additional insured for said event is required in the amount of \$2,000,000.
17. \$1,000 refundable security deposit is required and must be provided in the form of a cashier's check.
18. Permits are nontransferable.
19. Permit fee must be paid in full for desired date to be considered "reserved" for applicant.
20. Permit dates may be rescheduled if alternate date is available. A 10% rescheduling charge (10% of permit fees) will be applied.
21. Cancellations: Permit user must notify the Community Services Department of cancellation at least 10 days prior to reserved date. No refunds will be issued for events cancelled less than 10 days prior to scheduled event date. Refunds will be subject to a 10% cancellation fee.
22. Rehearsals, if required, must be scheduled in advance for a maximum two hour block of time only. A park ranger will be assigned to monitor the rehearsal activity. Applicant will be responsible for additional costs for park personnel.
23. **A mandatory walkthrough will be scheduled with City staff and applicant one month prior to event.**

APPLICANT'S INITIALS _____



BEVERLY CANON GARDENS
~~WEDDING AND COMMITMENT CEREMONY~~
PERMIT GUIDELINES

1. Permits for ~~events or film/photo activity wedding and commitment ceremonies~~ only will be issued for ~~the open-turf area use of any portion of the Gardens (except for the colonnade areas)~~.
2. Permits will be issued to Beverly Hills residents and non-residents, as well as **Beverly Hills** businesses that meet the following criteria:
 - ~~The business has a physical presence in Beverly Hills.~~
 - The business has a current Beverly Hills business tax registration **for commercial activity if approved.**
3. There will be a maximum of 20 dates available each calendar year (exact dates to be determined; weekend and weekday dates are available).
4. There will be a maximum of 10 Saturday dates and 10 Sunday dates available; permits will not be issued for the same date or for the same weekend (no back-to-back events on the same weekend will be allowed).
5. No more than three permits (dates) will be issued to one applicant in a six month period.
6. Only one date per permit application.
7. Permit **hours (with a 4-hour minimum) are issued for a four hour block of time only; which** include setup and strike of any rentals. All event **and film/photo** activities, including striking, must conclude by 10pm.
8. Maximum capacity of turf area is 200 people; permits ~~will not be issued~~ for events that exceed this amount **require approval by Community Services Department staff.**
9. ~~Food/beverage service and~~ Smoking **is are** prohibited in the Gardens.
10. ~~The following is prohibited unless authorized as part of a special permit issued by the City: selling any goods, wares, merchandise, foodstuffs, refreshments or other kinds of property or services.~~
11. Only free-standing lights and decorations may be used. Lights, decorations or other objects may not be attached to trees.
12. Only sandbags may be used to secure tents/canopies. Staking into the ground is prohibited.
13. **Alcohol is allowed with confirmed California Alcohol Beverage Control (ABC) license and appropriate security.**
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Attachment 2

Special Event Fees

PROPOSED Rates for Beverly Canon Gardens
Based on Rates Similar to Exterior Use of Greystone

Per hour with a 4 hour minimum (includes event and prep/strike activity)

Private Events

Event – Per Hour	<u>Resident</u>	<u>2 hours</u>	<u>Non-resident</u>	<u>2 hours</u>
1-100 guests	\$447	\$894	\$568	\$1,136
101-200 guests	\$568	\$1,136	\$709	\$1,418
201-300 guests	\$675	\$1,350	\$849	\$1,698
301-400 guests	\$785	\$1,570	\$981	\$1,962

COMMERCIAL Events - per hour (25% more)

Event – Per Hour	<u>Resident</u>	<u>2 hours</u>	<u>Non-resident</u>	<u>2 hours</u>
1-100 guests	\$559	\$1,118	\$710	\$1,420
101-200 guests	\$710	\$1,420	\$886	\$1,772
201-300 guests	\$844	\$1,688	\$1,061	\$2,122
301-400 guests	\$981	\$1,962	\$1,226	\$2,452

Other Applicable Fees – Per Hour

<u>PREP/STRIKE ONLY</u>	<u>Resident</u>	<u>2 hours</u>	<u>Non-resident</u>	<u>2 hours</u>
1-100 guests	\$231	\$462	\$282	\$564
101-200 guests	\$282	\$564	\$359	\$718
201-300 guests	\$338	\$676	\$425	\$850
301-400 guests	\$394	\$788	\$492	\$984

	<u>Resident</u>	<u>Non-resident</u>
Cleaning Deposit (refundable)	\$600	\$600
Maintenance Fee (non-refundable)	\$314	\$314

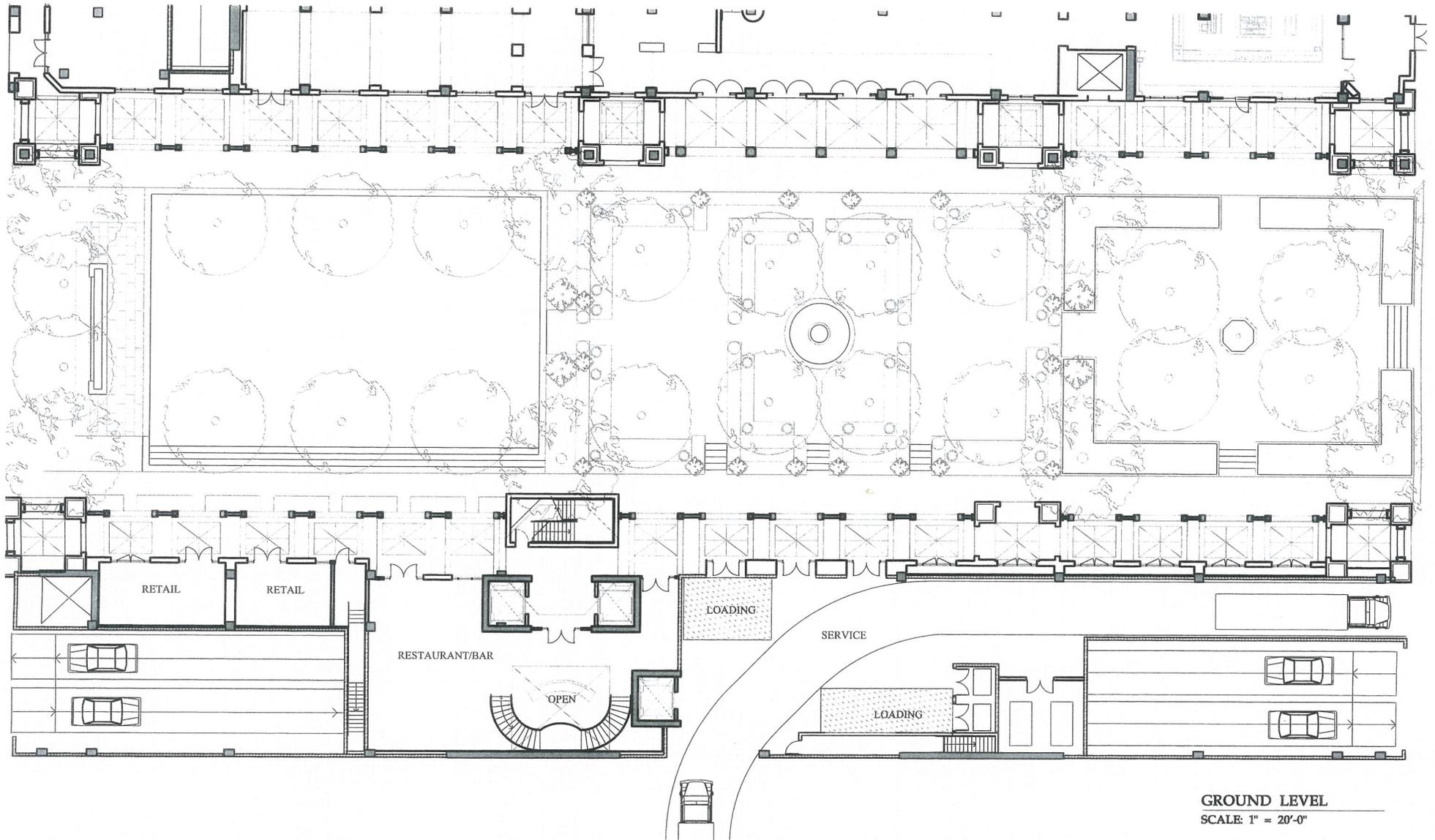
<u>Labor Fees</u> (if applicable) (Per hour with a 4-hour minimum)	<u>Resident</u>	<u>Non-resident</u>
Park Ranger (<i>mandatory</i>)	\$56.00	\$56.00
Fire Safety Officer	\$140.51	\$140.51
Sworn Police Personnel	\$106.00	\$106.00
Traffic Control Officer	\$50.00	\$50.00

CURRENT Rates in Beverly Canon Gardens

For Wedding/Commitment Ceremonies AND Private Events

<u>Event</u>	<u>Resident</u>	<u>Non Resident</u>
Up to 200 guests (on turf)	\$916/hour	\$1,145/hour
FOR WEDDINGS – 4-hour minimum required	\$3,664 for 4 hrs (\$916/hour)	\$4,580 for 4 hrs (\$1,145/hour)
Park Ranger (Mandatory)	\$56/hour	\$56/hour

Attachment 3



GROUND LEVEL
SCALE: 1" = 20'-0"

GARDENS BUILDING

BEVERLY HILLS, CALIFORNIA

	Project No:	6100
	Date:	4/14/95
	Scale:	As Shown
	Sheet 1 OF 3	