


12/2/2019

ITEM 1



Live Entertainment Permitting Process



Agenda

- ▣ Purpose
- ▣ Benefits
- ▣ Large Scale Events
- ▣ Costs
- ▣ Public Survey
- ▣ Staff Presentation

POST MEETING MATERIAL



Purpose

- ❑ To create streamlined and independent permitting process and reduce cost for obtaining live entertainment permit



Benefits of a Music Friendly City

- ❑ Increased Economic Output
 - ❑ Creation of a Night time economy
- ❑ Platform for Cultural Expression
- ❑ Increased Social Inclusivity
 - ❑ More Fun
 - ❑ Placemaking
- ❑ Strengthens City Brand
 - ❑ Increased Tourism

Large Scale Live Entertainment Events

- ❑ While large scale live entertainment events have a great benefit for the City, they do not:
 - ❑ Provide cost effective entertainment on a regular basis
 - ❑ Directly support small businesses across the City
 - ❑ Provide entertainment within walking distance
 - ❑ Support local musicians
 - ❑ Stimulate regular cultural expression
 - ❑ Activate areas in City

Costs

Santa Clara

- ❑ **Planning Department**
 - ❑ Use Permit – Planning Commission Approval
 - ❑ \$5,108 plus surcharges.
- ❑ **Department of Finance**
 - ❑ Class I Entertainment
 - ❑ First Year \$263
 - ❑ Renewal \$210
- ❑ **Police Department**
 - ❑ Apply for entertainment permit.
 - ❑ \$330 Police plus annual fee
 - ❑ \$47 for fingerprinting.

Campbell

- ❑ **Planning Department**
 - ❑ Planning Department to see if location is zoned correctly
 - ❑ Requires Council Approval
 - ❑ \$346 Annual Fee
- ❑ **Police Department**
 - ❑ \$1,246 Background Investigation Fee

Sunnyvale

- ❑ **Live Entertainment Permit**
 - ❑ Requires Minor Use Permit or Minor Special Development Permit depending on zoning.
 - ❑ Requires approval at Zoning Administrator Hearing.
 - ❑ \$1,850 Fee.

Mountain View

- ❑ **Planning Department**
 - ❑ Only Allowed in Commercial/Residential-Arterial District with Conditional Use Permit
 - ❑ ~\$3800 for CUP
 - ❑ Planning Commission Approval.
 - ❑ Need approval of Fire and Building.
- ❑ **Police Department**
 - ❑ Costs: New \$429, Renewal \$141, live/dance renewal \$141

"Global" Benefit and An Individual Group Benefit

1 GENERAL PRINCIPLES AND PHILOSOPHIES REGARDING USER FEES

Local governments are providers of many types of general services to their communities. While all services provided by local government are beneficial to constituents, some services can be classified as globally beneficial to all citizens, while others provide more of a direct benefit to a specific group or individual. The following table provides examples of services provided by local government within a continuum of the degree of community benefit received:

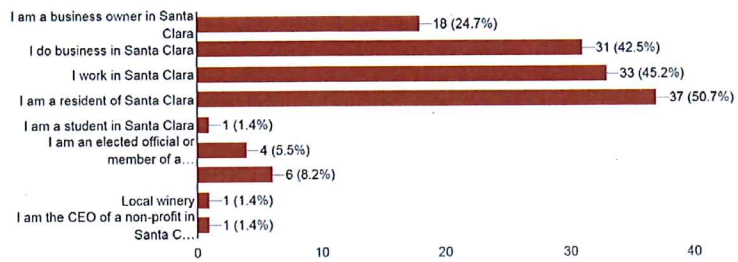
Table 3: Services in Relation to Benefit Received

"Global" Community Benefit	"Global" Benefit and an Individual or Group Benefit	Individual or Group Benefit
<ul style="list-style-type: none">• Police• Park Maintenance	<ul style="list-style-type: none">• Recreation / Community Services• Fire Suppression / Prevention	<ul style="list-style-type: none">• Building Permits• Planning and Zoning Approval• Site Plan Review• CUPA• Facility Rentals

Public Survey

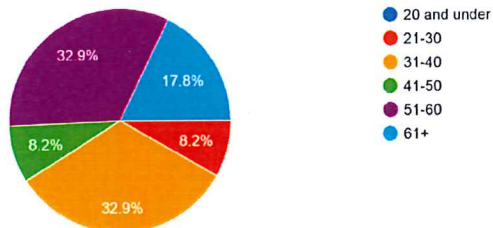
Select all that describes you

73 responses



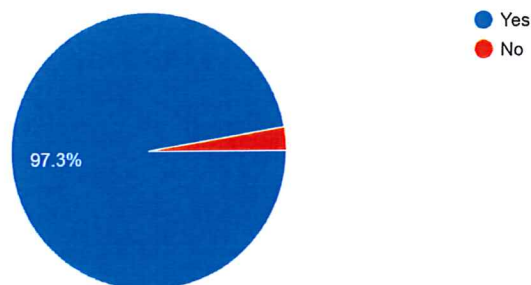
What is your age?

73 responses

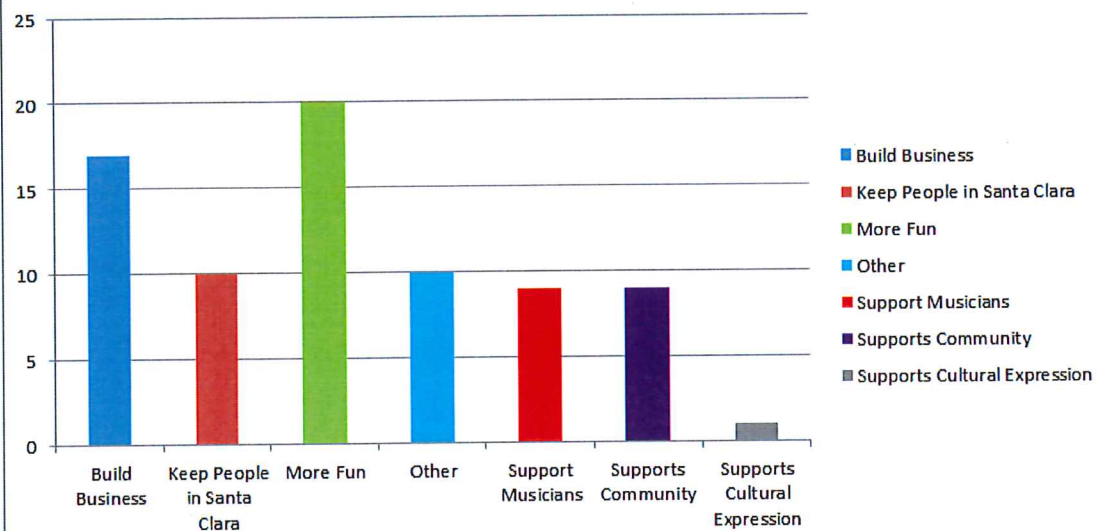


Do you support making permitting for live music at small venues (restaurants, bars, hotels, etc.) easier and more affordable in Santa Clara?

73 responses

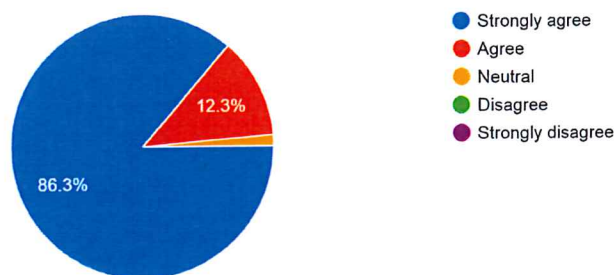


Why do you support making live music permitting easier?



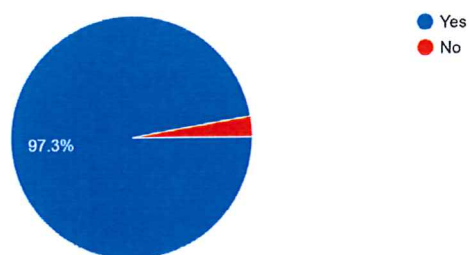
Statement: Live Music at small venues is beneficial to the community.

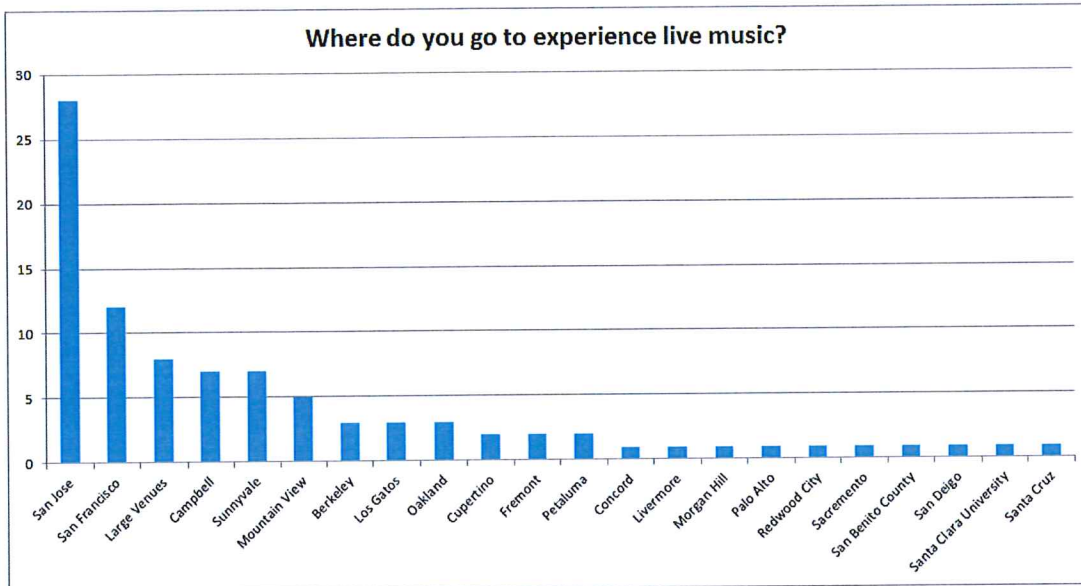
73 responses



If a small venue hosted live music, would you be more likely to go?

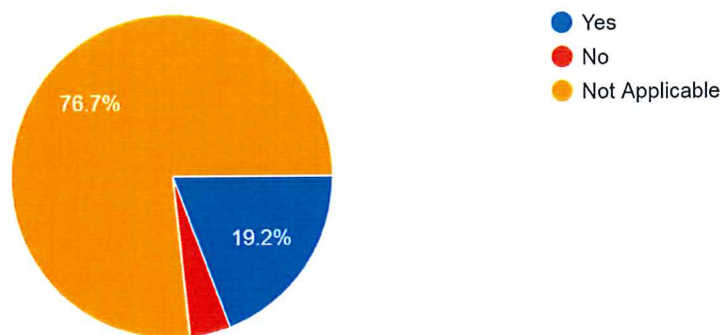
73 responses





Would your business like to host live music?

73 responses



14 businesses would like to host live music at their venue.

- 
- ❑ Questions
 - ❑ Staff Presentation



Economic Development, Communications & Marketing Committee

Live Entertainment Land Use Regulations

December 2, 2019



**City of
Santa Clara**
The Center of What's Possible

Live Entertainment

Current Process

- Conditional Use Permit required for Live Entertainment
 - Approved by Planning Commission
 - Costly (~\$11,000 application fee)
 - Time-consuming (4 month process)
- Incidental Live Entertainment
 - Allowed as a permitted use in newer mixed-use districts
 - Must be wholly incidental to the primary use of the building



Live Entertainment

Proposed Process

- Incidental Live Entertainment allowed as a permitted use in all commercial and mixed use districts
- Live Entertainment meeting separation requirements (150 feet from residential) allowed subject to an revocable administrative permit
 - Permit would describe operating standards and conditions
 - Proposed cost: ~\$2,500 (about a quarter of the current cost)
- Live Entertainment not meeting separation requirements or conducted outdoors would require a Conditional Use Permit

3



**Economic Development,
Communications &
Marketing Committee**

Live Entertainment

December 2, 2019