



CITY OF MARTINEZ

PARKS, RECREATION, MARINA & CULTURAL
COMMISSION

DATE: April 6, 2010
TO: Parks, Recreation, Marina & Cultural Commission
FROM: Michelle Wierschem, Recreation Manager
SUBJECT: Chamber Use of Ignacio Plaza

RECOMMENDATION

- Approve the special request for rental of Ignacio Plaza on Saturday, May 14, 2010, from 12 – 11 p.m.
- Approve the amplified music request.
- Approve sale of alcohol
- Consider request to waive park rental fee.

BACKGROUND

This special request from the Chamber of Commerce for rental of Ignacio Plaza for a fund raiser came before the Commission in March and the Commission directed the Chamber to proceed with noticing of the neighbor per the Ignacio Plaza Use policy. The Martinez Chamber of Commerce sent out approximately 170 letters by U.S. Postal Service to all neighbors within a 2 block radius of the Ignacio Plaza Park on March 5, 2010. Noticing has been completed and has returned for the Commission's further consideration of the event. Also enclosed with this report is a letter from Heidi Perryman a neighbor of the plaza expressing her concerns.

The Chamber is requesting use the park from Noon until 11 p.m. on Friday, May 14, 2010 for a special event fundraiser to benefit the Boys and Girls Club of Martinez. They would like to have amplified music, serve alcohol and have vendor booths. The attendance will not exceed the park maximum of 500. The expected attendance is 350-450.

A waiver of park rental fees in the amount of \$105.00 for use of the park is also requested.

Attached: Reservation Permit Form
Special Request Form
Ignacio Plaza Use Policy
Chamber Letter to Neighbors
Letter from Jon Ridler & Heidi Perryman



Recreation Division
 525 Henrietta Street
 Martinez, CA 94553
 925-372-3510

Office Use Only	
Deposit \$ _____	Date Rec'd 2/18/10
Rental \$ _____	Date Rec'd _____
Total \$ _____	Picnic # _____
Check# _____ / _____	CC _____ Cash _____
{Special Request} date approved _____	
Received by <u>Robin</u>	

FACILITY RESERVATION PERMIT

Group/Business Name Martinez Chamber of Commerce Work# 228-2345

Applicant/Representative Cynthia Murdough Home# _____

Address 603 Marina Vista, Martinez
 (Number) (Street) (City) (Zip)

Facility	Deposit	Martinez Resident & Non-Profit Org.	Non-Martinez Resident & Non-Profit	Corporate Local & Non-Martinez
25 person capacity per pod <input type="checkbox"/> Hidden Valley 1 <input type="checkbox"/> Hidden Valley 2 <input type="checkbox"/> East-Nancy Boyd <input type="checkbox"/> West-Nancy Boyd <input type="checkbox"/> Morello Park <input type="checkbox"/> Golden Hills	\$50	\$28	\$50	\$94
75 person capacity <input type="checkbox"/> Gazebo (Rankin) <input type="checkbox"/> Peppertree (Rankin)	\$100	\$55	\$99	\$187
125 person capacity <input type="checkbox"/> 1/2 Waterfront Group Area	\$125	\$66	\$132	\$187
250 person capacity <input type="checkbox"/> Waterfront Group Area	\$125	\$105	\$259	\$303
350 person capacity <input type="checkbox"/> Olive Grove (Rankin)	\$125	\$105	\$259	\$303
Special Request Park Use*	\$150*	\$105*	\$127*	\$193*

*Specialized park use not listed in the fee schedule must be approved by the Park & Recreation Commission. Deposit and fees may be higher.

Date	Facility Requested	Reservation Hours	Est. Attend.	Balance of Fees Due by:
May 14, 2010	Ignacio Plaza		350-450	
		Set up 12:00 p.m. Event 6:30-11 p.m.		
Jump House Co.				

PARK AND RECREATION DEPARTMENT DEPOSIT POLICY FOR PICNIC RENTALS

If deposit payment is by check, the check will be cashed 1 to 3 days after received. If the park is left in acceptable condition the City will refund the deposit to the renter two weeks after their picnic date. **The check must match the applicant's name on the picnic permit.** If deposit payment is made by credit card, your credit card information will be kept on file with the Department. If the park is left in acceptable condition no fee will be assessed and the credit card will not be charged. If the park renter falsifies residency, group number or cause damages the deposit fee will be incurred and your credit card will be charged the entire deposit fee.

I, the undersigned have read and understand all the information provided on both sides of this agreement. I hereby agree to be bound by the conditions and stipulations.

RENTER _____

Date _____



SPECIAL REQUEST FORM

Martinez Park and Recreation Department
525 Henrietta Street
Martinez, CA 94553
Ph: (925) 372-3510 Fax: (925) 372-3509

All questions must be completely filled out:

Date: 2/18/2010

Your Name: Cynthia A. Murdough

Organization (if applicable): Chamber of Commerce

Address (organization or home): 603 Marina Vista, Martinez, CA 94553

Phone: (hm) 925-228-2345 (wk) 925-228-2345

Date of Event: May 14, 2010

Time and Duration of Event: 6:30^{PM} - 11PM (12pm setuptime)

Location: Ygnacio Plaza

Family/Group Size: 350 - 450

Purpose of Gathering: Martini's on the Plaza fundraising Gala for the Chamber of Commerce

What is your Special Request? (Please check all that applies)

- amplified music/speakers waterfront picnic lawn usage fee waived/reduction
 non-picnic uses sale of alcoholic beverages more than the picnic park capacity

Others (please explain): Boys + Girls Club 70 beneficiary

Special Request Justification: _____

Note: The Park and Recreation Commission will review appropriate requests and make a recommendation to the City Council who will make the final determination. The Applicant or a representative is encouraged to attend both meetings to answer questions from the Park and Recreation Commission and City Council.

The Commission meets on the first Tuesday of each month. All inquires should be received at the above address no later than one week prior to scheduled Commission meeting.

Facility Use Policy- Ignacio Plaza

Ignacio Plaza

Ignacio Plaza is located at 525 Henrietta Street, between Alhambra and Castro Streets. It is primarily a pedestrian plaza surrounded by a residential neighborhood on two sides and bordered by Martinez City Hall and the Boys and Girls Club. Pathways cross the park and intersect at a central memorial fountain. Pathways are lit and lined with wrought iron benches and shaded by trees. Off street public parking is limited in front of City Hall.

Availability & Priority of Use

Plaza Ignacio Martinez is primarily used as a pedestrian plaza. Generally, it is NOT available for group use or rental. Exceptions to the "no rental use" may be made on a case by case basis by approval of a Special Request Facility Use Permit. No more than one (1) special event per month will be considered during the park rental season (March through October), except for September that may have two (2) events on non-consecutive weekends.

Special event activities will be considered on a case by case basis and scheduled in the following order: a) City sponsored events, (such as Recreation & Parks); and, b) community non-profit or local community organization events

Special Requests for use should be made to the Parks and Recreation Commission at least 60 days prior to an event on the Special Request Form available from the Recreation and Community Services Division. Applicants shall: 1) complete a Facility Use Agreement Form; 2) indicate the nature of the Special Request use; 3) pay the required deposit and fees; 4) attend the public hearing for recommendation of use permit; and, 4) receive approval for restricted use prior to announcing the use of the Ignacio Martinez Plaza.

Special Facility Use Guidelines

The Ignacio Plaza is subject to the following guidelines in addition to the Standard Provisions to Facility Use Rental Agreement:

1. Event must follow the City's noise ordinance, except as outlined in a permit approved by the Park and Recreation Commission on a case by case basis. (See Martinez Municipal Code, Chapter 8.34 Noise Control and 8.24.150 Hours of Use)
2. Parking that obstructs private driveways is not permitted. (See California Vehicle Code 22500 Sec. a.). Alternative parking may be required for event participants for any event with prospective attendance of over 40 vehicles or 80 persons. Applicant and event organizers may be required to meet with the police department to find a suitable remedy to potential parking and traffic issues in the immediate neighborhood.
3. Events are restricted to less than 500 persons at any one time during the event. Over crowding is not permitted and will result in cancellation of any future event and forfeiture of all fees paid. The event organizers, sponsors, and permit applicant are responsible for the conduct of the event. A responsible adult must supervise the premises for proper facility use during all approved rental hours. Events with more than 250 persons must include coordination with the Martinez Police Department

Facility Use Policy- Ignacio Plaza

4. Food and beverages must comply with applicable County and State permit requirements. Permits must be displayed on date of event.
5. Rental equipment will not be provided by the City. Storage of event equipment and materials on City property is not permitted either before or after the event. Renter is responsible for all equipment and property.
6. Renter may be required at its own cost to notify neighborhood residents by letter or flyer within a two block radius of the park prior to the Special Request being placed on the agenda of the Park and Recreation Commission. Residents and City must receive notification at least one week prior to the meeting and include the event name, date, time, duration, and name and phone number of the event organizer to contact with questions or concerns.
7. Renter may be required to provide portable toilets for events in compliance with industry standards.

Applicants should thoroughly review the Facility Use Agreement and Standard Provisions to the Rental Agreement. Requests for an exception to the Facility Use Policy must be submitted in writing with the application to enable placement on the proper City agenda for a decision. All provisions and fees apply unless specifically waived, in advance, in writing by the direction of the City Council. Only events with a good track record and whom work with the neighborhood to limit the impacts of their events are eligible for an exemption.

Deposit & Fees

Damage/Security Deposit	RES & Non Profit	NON-Resident
\$150*	\$90	\$115*
*Deposit and fees may be raised based upon the type of event, i.e. for profit, or higher risk events.		



***** NOTICE*****

March 3, 2010

From: Martinez Chamber of Commerce
603 Marina Vista
Martinez, CA 94553
Cynthia Murdough, CEO
925-228-2345

To: Neighbors of Ignacio Plaza Park

Re: *Martini's on the Plaza* May 14, 2010 6:30pm-11:00pm

Dear Ignacio Park Neighbor:

The Martinez Chamber of Commerce would like to respectively notify local neighbors of Ignacio Plaza Park between Martinez City Hall and the Boys & Girls Club that we propose to hold an elegant Gala Event at the Plaza on Friday, May 14, 2010 from 6:30pm to 11pm. There will be one hour clean-up scheduled to finish by 12am. Tenting and tables will be removed at 9:30 am Saturday May 15th, 2010 and will take approximately one hour. Security guards will be posted at the location from 10pm May 14th until 9:30am, May 15th, 2010.

This fundraising event is historically themed to the 40's, 50's and early 60's with ambiance and music to match. The Big Band Music of Swing Fever will perform selections from Benny Goodman to Frank Sinatra, and the décor will encourage our guests to reflect on the rich history of Martinez and to celebrate the "birth of the Martini" in Martinez in the 1860's.

We are designing the layout of the event so that our surrounding neighborhoods will have as minimal impact as possible. The Big Band consisting of 7 members (two vocalists) will be amplified but the stage will be tented in a way to keep the sound contained within the event as much as possible.

As we have requested to have amplified sound at this location, our request will be heard by the Parks and Recreation Committee located at 525 Henrietta Street in the Council Chambers on Tuesday, April 6th, 2010 at 7:00pm.

This is a public event and we hope that many of our event neighbors will choose to join us at this elegant affair.

If you have any questions or concerns, please contact me at the Martinez Chamber of Commerce at 925-228-2345. You may also call the Recreation Department at 925-372-3510 if you have any questions regarding the meeting.

Sincerely,

Cynthia Murdough, CEO
Martinez Chamber of Commerce
603 Marina Vista
Martinez, CA 94553
(925) 228-2345

Cynthia Murdough, CEO
Martinez Chamber of Commerce
603 Marina Vista Ave
Martinez CA 94553

March 9, 2010

Thank you for your notice about the upcoming event at Ignacio plaza. I appreciate your willingness to consider neighborhood impact. Obviously the two biggest concerns at this venue are sound and parking. I understand you are hopeful that tenting will mask Big Band music, but I clearly remember that every staged event at this park has faced our living room with similar deafening results.

I can't imagine another park in this town with homes on all sides that would be allowed amplified music until 11:00 pm. Why not close off a street and hold an event like this on main or court, where there is no after hours impact? My husband works rotating 12 hour shifts, and must be up at 5:00 am the following morning to get to the power plant. At the very least, if your event requires an hour clean-up it should end at 10:00. If you're seriously posting security guards in front of my home I'd like to know whether they'll be armed, where they'll be stationed, and where there from? This sounds very unsafe.

Your letter did not address the issue of parking, for which your 'elegant' event will produce a huge impact in an already burdened area. If you must use this plaza, you should provide parking at the nearby LaSalle's parking lot and shuttle people to the event. What restroom facilities will be provided? Will this be an adult only event? How will the sale of alcohol be regulated? I understand your wish not to use the new high school facilities because of the restriction of alcohol, but remember this is between an elementary school and a youth club, so it remains a risk.

Civic events should encourage and nurture neighborhoods, not alienate them. Smart cities involve residents during the planning phase and provide complimentary invitations to mitigate for the inconvenience. Your letter all but implies that residents of *this* neighborhood could probably not afford the cost of tickets for the event by which it will be impacted for a weekend. Remember that this historic neighborhood must also contend with saturday-sunday mass schedule, weekday city parking, evening council meetings, three days of early garbage collection routes, community events and dances, summer day care, recess and after school pickup, church bells, karaoke, mariachis and loudspeakers. As residents of a home built before city hall, the church OR the plaza, we cherish the quiet of Friday evening above all.

Jon Ridler & Heidi Perryman. Ph.D.
1205 Castro Street
(925) 283-4499
(925) 228-3190

cc: Dylan Radke,