

## Still have Questions?



The City of Pleasanton is committed to helping you achieve your development goals. If you have any questions about the information in this brochure, please contact us.

Public Information Planner

Telephone:

**925-931-5600**

E-mail:

<http://www.ci.pleasanton.ca.us/services/contact/comments/>

Or

stop in to see a planner:

**City Hall**

**200 Old Bernal Avenue**

Monday\* - Friday, 8:00 a.m. - 5:00 p.m.

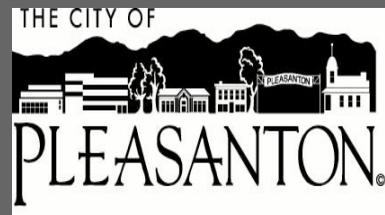
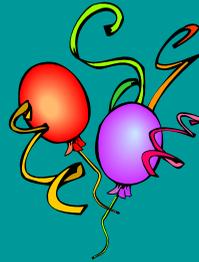
\*Planners are not available on Mondays from 9:00 a.m. to 11:30 a.m.

Brochure prepared by the Planning Division

# Special Events

## What are special events?

The City regulates such events as Grand Openings, Employee Events, Charity Events, Home Holiday Boutiques, Christmas Tree lots, and Pumpkin Patches as special events.



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## What does the City regulate?

Special events, such as Grand Openings, Employee Events, Charity Events, Home Holiday Boutiques, Christmas Tree lots, and Pumpkin Patches are regulated by the City.

## Do grand opening events have special regulations?

Yes, Chapter 18.96.060 of the Pleasanton Municipal Code (PMC) regulates grand openings. During the initial thirty days of opening, a new business may promote the new business. This includes the display of a "grand opening" or "now open" banner, temporary signs, pennants, small balloon decorations, and decorations not including reflective devices.

A large hot/cold air balloon is allowed for a community wide event and a "grand opening" of a shopping center only, restricted to a one-day, one-time only use subject to the granting of a temporary use permit in accordance with the provisions of Chapter 18.124.170 PMC. The balloon may be installed after five o'clock (5:00) P.M. the day preceding the event, and must be removed prior to ten o'clock (10:00) A.M. the day after the event. One sign only, to identify the shopping center or event, may be attached to the balloon. No trailing pennants or other balloons shall be attached. Individual businesses can not display large hot/cold air balloons.

For the purposes of this handout, a community wide event is an event that either promotes and/or benefits the entire City and has been endorsed by the City Council; endorsement may be established by Council action authorizing public street closures. Shopping center events are not community wide events.

In the downtown area, a grand opening banner is limited to 3'x 8' in size. All events, temporary signage, banners, and decorations would be referred to the PDA (Pleasanton Downtown Association) for review.

All sidewalk sales or the events associated with a grand opening would be subject to the special event permit regulations listed in Chapter 18.116.040 PMC and must apply for a temporary use permit.



## Exempt and Non-exempt events

Chapter 18.116.040 PMC outlines the criteria for the events that are permitted as over the counter applications. All events that cannot meet the listed criteria are required to obtain a temporary use permit prior to being held.

## What are the non-exempt event regulations?

Any application not meeting the criteria for exempt events will need a temporary use permit; however, no permit for an outdoor sale shall be approved if it is:

- Longer than three (3) days (or longer than five (5) days for outdoor sale during a hotel convention),
- No more than four (4) events per year, except that outdoor sales events benefiting charitable or nonprofit organizations shall not count toward the four (4) event limit and shall not be limited in number.

## What are the Non-exempt event findings?

The Zoning Administrator (ZA) must make the following findings before granting a temporary use permit:

- A. That the proposed location of the conditional use is in accordance with the objectives of the PMC and the purposes of the district in which the site is located;
- B. That the proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or materially injurious to the properties or improvements in the vicinity;
- C. That the proposed conditional use will comply with each of the applicable provisions of the PMC.

## Is there a hearing?

No public hearing is held unless there is a request for a hearing.

## How long does the process take?

Normally, from the time the application is deemed complete, the process is about **one week** for non-exempt events (exempt events are approved over the counter)\*. This period may be longer if noticing is required or if the plans need revisions or if the approval/denial action is appealed.

\*These timelines are goals and a variety of factors can result in longer timelines.



## What are the exempt events?

**Private Outdoor Company Events:** Company employee events held outdoors on a work site which meet the following criteria:

1. Event activities, including event setup and take down, shall be limited to the hours between seven o'clock (7:00) A.M. and eight o'clock (8:00) P.M.
2. The ZA has approved a decorating plan for any signs or decorations proposed for the event. Decorations and attention getting devices such as flags, pennants, banners, and other temporary signs and devices shall be allowed as deemed appropriate by the ZA.
3. The event meets the requirements of the Police and Fire Departments as to alcohol use, security, safety, noise, fire hazards, emergency access, vehicular and pedestrian circulation; the event meets all applicable requirements of the building and fire codes; and the applicant has obtained all necessary permits.
4. The event is not open to the general public.
5. Written property owner approval.

**Outdoor Sales:** Temporary outdoor displays and/or sales of merchandise or services on a business site which meet the following criteria:

1. Outdoor display and/or sale of merchandise may be done as part of a business district or shopping center event, as an event to benefit charitable or nonprofit organizations, or on an individual business basis.
2. Temporary outdoor sales shall not last longer than three (3) days.
3. No more than four (4) events per year featuring outdoor sales shall be held by any individual business district, individual business, or shopping center, except that outdoor sales events benefiting charitable or nonprofit organizations shall not count toward the four (4) event limit and shall not be limited in number.
4. Outdoor sales activities, including setup and take down, shall be limited to the hours between seven o'clock (7:00) A.M. and eight o'clock (8:00) P.M. The time frame of events may be extended to the normal closing time of a business if the ZA determines there will not be a detrimental effect upon adjacent properties.
5. Except for charitable events, temporary outdoor displays and/or sales shall be associated with a business on the site.
6. The ZA has determined that the merchandise will be attractively displayed in an organized manner and has approved a decorating/sign plan for any signs or decorations proposed for the event. Allowable decorations and attention getting devices are restricted to flags, pennants, banners, and other temporary signs and devices as deemed appropriate by the ZA.
7. The event meets the requirements of the police and fire departments as to security, safety, noise, fire hazards, and emergency access; the event meets all applicable requirements of the building and fire codes; and the applicant has obtained

all necessary permits.

8. Outdoor sales/displays shall not obstruct vehicular or pedestrian ingress to/egress from any business or to the business district/shopping center, and shall make available sufficient parking for customers as determined by the ZA.

9. Outdoor sales/displays located on sidewalks shall meet the following physical requirements:

a. A four foot (4') unobstructed sidewalk clearance for pedestrians shall be maintained at all times from a table, chair, bench, display, planter, or any other appurtenance used as part of a sidewalk sale/display and a two foot (2') clearance shall be maintained from the face of curb to any such appurtenance.

b. No sale/display shall be located so as to block access to or from a building. A minimum unobstructed clear area shall be maintained which extends two feet (2') to either side of both door jams and eight feet (8') perpendicularly from the door in a closed position.

10. Written property owner approval.

**Outdoor Sales During Hotel Conventions:** Temporary outdoor display and/or sale of merchandise or services on a hotel site which meet the following criteria shall be permitted at hotels.

1. Outdoor display and/or sale of merchandise or services shall be allowed only as part of a hotel convention or conference.

2. The organization or association that holds the convention must be nonprofit or charitable or, if the organization or association holding the event is for profit, then the convention must entirely benefit (minus operating costs) a charitable organization. Individual vendors at a convention may be for profit businesses.

3. Outdoor vendor areas are limited to convention attendees only and shall not be open to the general public.

4. Temporary outdoor sales shall not last longer than five (5) days.

5. The ZA has determined that the merchandise will be attractively displayed in an organized manner and has approved a decorating/sign plan for any signs or decorations proposed for the event. Allowable temporary signs are limited to: one non-illuminated "welcome" banner sign per convention and one non-illuminated identification sign per vendor during the event. The "welcome" banner may not exceed two feet (2') in height by ten feet (10') in length, shall be affixed on the hotel building wall or windows, shall be located within ten feet (10') of the main hotel entrance, and shall be no higher than twelve feet (12') above the ground floor grade. Individual vendor signs may not exceed eight (8) square feet in area and shall be installed within the sales area of the individual vendor. Vendor signs shall be placed no higher than eight feet (8') from grade and shall not be oriented towards or attempt to draw attention from any public street or freeway. The "welcome" and individual vendor signs may only be displayed during the outdoor event.

6. The event meets the requirements of the Police and Fire Departments as to security, safety, noise, fire hazards, and emergency access; the event meets all applicable requirements of the building and fire codes; and the applicant has obtained all necessary permits.

7. Outdoor sales/displays shall not obstruct vehicular or pedestrian ingress to/egress from any business and shall make

available sufficient parking for convention attendees and hotel guests as determined by the ZA.

8. Written property owner approval.

## What are the criteria for Christmas tree lots and Pumpkin Patches?

Christmas Tree lots and Pumpkin Patches are processed the same and are reviewed under the same criteria. Chapter 18.116.050 of the Pleasanton Municipal Code allows for these types of applications to be approved in R-1 and RM districts by the ZA, provided that the findings required by section 18.124.070 can be made. The procedures and requirements for these types of sales lots in R-1 and RM districts shall be as follows:

**Procedure:**

1. Notice of the proposed sales lot shall be sent by mail to all property owners within three hundred feet (300') of the exterior boundaries of the site of the proposed sales lot at least ten (10) days prior to the date on which the decision will be made on the use permit application.

2. If a hearing is requested, the ZA shall schedule a public hearing to be held prior to a decision being made. No public hearing shall be held unless such a request is made.

**Requirements:**

1. The minimum setback between the sales lot and any existing residential use shall be one hundred feet (100').

2. No permit shall be granted unless the operation of the outdoor sale will not be detrimental to the public health, safety and general welfare. Conditions may include, but shall not be limited to:

- a. Review of site plan to access lighting and traffic circulation so as not to interfere with surrounding residential uses;
- b. Requiring the organization to obtain a city business license;
- c. Limitation on the hours of operation.

## What is the process?

### Fire Department and Police Department Approval

Prior to submitting for Planning approval, you'll want to contact the Fire Department and the Police Department about your event to verify that all of their concerns for public safety are met. When tents are installed for the event, the Fire Department may require additional safety provisions. If alcohol is being served, the Police Department may require additional security and controls be provided during the event.

### City Processing

Once the event permit is submitted to the City for processing, the Planner on duty at the front counter will accept a complete application and issue approval over the counter for exempt events (no fee). Non-exempt event applications will be charged the

Temporary Use Permit fee and will be processed by the Planner on Duty (POD). Once the project is approved by the ZA an approval letter will be sent to the applicant. The approval of the event will have conditions of approval that will have to be adhered to.

### Zoning Administrator Action

The ZA will generally take action on applications for non-exempt events after the application is considered complete. You will be notified in writing of an approval. The approval becomes effective as soon as the action is taken.

## Can the Action be appealed?

A decision of the ZA on a temporary conditional use is subject to appeal as prescribed in Section 18.144.050 relating to administrative appeal procedure. See the handout on appeals for additional information.



## What documents do I submit?

**Application:** Applications can be obtained on-line or from the Planning Division counter.

<http://www.ci.pleasanton.ca.us/devreviewapp.html>

**Property owner signature:** The property owner must sign the application form or provide a written letter of authorization prior to submittal of the application for review.

**Association approval:** Applications in areas with a Business Owners' Association need to also provide an approval letter from the Association stating their review and approval of the proposed project.

**One (1) complete plan set to include the following†:**

- **Site plan:** An exhibit that clearly shows the proposed sign locations, location of all adjacent structures, landscaping, building entrances, and vehicle access to the site. Dimensions of the lot, the existing structure(s), street locations and the address of the property, and setbacks also need to be shown for events that have tents set-up.
- **Event details:** A narrative that lists the details of the event, including number of attendants, number of staff on-site, services being provided, security information, hours of set-up and break-down, dates and hours of the main event.

† Additional plans and materials may be required.

