



Legislation Details (With Text)

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Title:	ORDINANCE 3001: ADOPT AN ORDINANCE TO AMEND CHAPTER 2, ARTICLE I, SECTION 2-3 – COMMUNITY DEVELOPMENT AND BUILDING PERMIT FEES; ANNUAL REVIEW AND ADJUSTMENT; PAYMENT; WAIVER, OF THE GLENDALE CITY CODE Staff Contact: Jean Moreno, Strategic Initiatives and Special Projects Executive Officer, City Manager's Office				

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ORDINANCE 3001: ADOPT AN ORDINANCE TO AMEND CHAPTER 2, ARTICLE I, SECTION 2-3 - COMMUNITY DEVELOPMENT AND BUILDING PERMIT FEES; ANNUAL REVIEW AND ADJUSTMENT; PAYMENT; WAIVER, OF THE GLENDALE CITY CODE

Staff Contact: Jean Moreno, Strategic Initiatives and Special Projects Executive Officer, City Manager's Office

Purpose and Recommended Action

This is a request for City Council to waive reading beyond the title and adopt an ordinance amending Glendale City Code, Chapter 2, Article I, Section 2-3 Community Development and Building Permit Fees; Annual Review and Adjustment; Payment; Waiver. This action would authorize the City Manager or designee to waive or rebate up to \$25,000.00 in Community Development Fees associated with privately-produced events in the Council-adopted redevelopment area.

Background

In 2007 the City Council, reinvigorated the mission to create a vibrant city center which ultimately culminated in the development of the Centerline project. Over the course of roughly two years, the City Council and staff participated in a variety of public outreach activities to garner community input regarding the continued development of the Glendale Avenue corridor. The result of these efforts was the development of key objectives for Centerline which included broadening the view of downtown, creating a brand for the Glendale Avenue corridor, establishing economic partnerships, developing a new core identity for the area, and advancing an ongoing redevelopment strategy and support tools.

At the City Council Workshop on February 16, 2016 staff presented the Centerline Event Fee Waiver Program concept that would provide the City Manager or designee with authorization to waive or rebate Community Development fees for events taking place on public or private property in the Centerline area upon a finding that the fee waiver or rebate is in the best interests of the City. The implementation of a Centerline Event Fee Waiver Program provides a transparent process by which the city can support local business initiatives that are aligned with Council's desire to continually improve business and citizen attraction to the downtown core and Centerline.

Analysis

Currently any event producer may apply to the city to hold a special event on a Public Facility (city land, parks, streets, sidewalks, parking lots, and rights of way) in accordance with City Code Chapter 29.2 Special Events; or, on private property in accordance with the city's Minor and Major Event process. In the case of this program, the application processes and procedures still apply, and all events will be subject to city zoning and safety regulations. If the event is to take place within the adopted redevelopment area, the event producer may request a fee waiver of any fees shown on the Council-adopted Community Development Fee Schedule which generally applies to application, plan review, and permit fees. Some examples of fees that are not eligible for a waiver include, but are not limited to, fees associated with tax and business licensing or public safety staffing that may be required as part of the event. A fee waiver will only be granted if the event is sponsored or produced by a business or property owner located in the redevelopment area and if the event is free to the public. Only events that have been pre-approved by the City Manager or designee are eligible for a fee waiver or rebate.

Community Benefit/Public Involvement

The development of the Centerline Events Fee Waiver Program creates an opportunity for the local community to take pride of ownership in attracting visitors to the community and eliminates obstacles to helping the local business community plan and execute independent events that benefit the entire Glendale community.

Budget and Financial Impacts

There is no required budget allocation for this program as there are no direct costs to the city to waive fees.