

TO: TOWN COUNCIL
FROM: TOWN MANAGER 
RE: CONTENT CREATION AND DISTRIBUTION EXPO UPDATE

ISSUE

Peter Oaks, resident of Loomis, will give an update on the Content, Creation and Distribution project that he is organizing for September 16 and 17, 2011 in Loomis.

RECOMMENDATION

Hear presentation and give direction to Staff if needed.

CEQA

There are no CEQA issues at present but there could be depending on what it is that the project will do. One significant impact could be traffic.

MONEY

Town costs are unknown at present and depend how much work would be needed by Town Staff, most likely Public Works personnel, and what materials the Town may be asked to provide, likely barricades and signs. Thus far no cash donation has been requested.

DISCUSSION

At the February Council meeting Peter Oaks, a Loomis resident, explained that he was working on a project with other Loomis people to bring the Content Creation and Distribution Expo to Loomis on September 16 & 17, 2011 (Friday and Saturday). Mr. Oaks asked for time on tonight's agenda in order to update the Council.

In May Mr. Oaks reviewed the following with Town Staff and there were no stumbling block issues. Attached is the completed event application.

Permitted Use or Special Event or whatever...

- Will be on public and private property
- **Option 1 - Special events** (not defined in muni code or zoning ordinance, done in practice, recently revised as Loomis Depot Special Events Permit- requires insurance, clean up, various approvals)
- **Option 2 Limited Term Permit ...**
- B. **Applicability.** A limited term permit allows the short- term activities listed in subsection E, that may not comply with the normal development or use standards of the applicable zoning district, but may otherwise be acceptable because of their temporary nature.

- C. **Review Authority.** Limited term permits may be approved or disapproved by the director, in compliance with this section.
- D. **Exempt Temporary Activities.** The following temporary activities are allowed without the necessity of obtaining a limited term permit. Temporary activities that do not fall within the following categories shall comply with subsection E....
 - 4. **Public Property, or Public Right-of-Way.** Activities conducted on public property that are approved by the council or as otherwise required by the municipal code.
- E. **Allowed Temporary Uses.** A limited term permit may authorize the following temporary activities within the specified time limits, but in no event for more than twelve months. Other temporary or short-term activities that do not fall within the categories defined below shall instead comply with the land use permit requirements and development standards that otherwise apply to the property.
 - 1. **Events.** Arts and crafts exhibits, carnivals, circuses, concerts, fairs, farmer's markets, festivals, flea markets, food events, outdoor entertainment/sporting events, rodeos, rummage sales, second hand sales, and swap meets for up to seven consecutive days, or six three-day weekends, within a twelve-month period, allowed only on nonresidential properties.
- G. **Application Filing and Processing.** An application for a limited term permit shall be filed and processed in compliance with Chapter 13.60. It is the responsibility of the applicant to establish evidence in support of the findings required by subsection F.
- H. **Project Review, Notice and Hearing.** Each application shall be reviewed by the director to ensure that the proposal complies with all applicable requirements of this title.
- 1. **Public Notice.** Prior to a decision on a limited term permit, the town shall provide notice of a public hearing in compliance with Chapter 13.78. The notice shall state that the director will decide whether to approve or disapprove the limited term permit application on a date specified in the notice, and that a public hearing will be held only if requested in writing by any interested person prior to the specified date for the decision.
- 2. **Hearing.** When a hearing is requested, notice of the hearing shall be provided in compliance with Chapter 13.78, and the director shall conduct the public hearing prior to a decision on the application in compliance with Chapter 13.78.
- I. **Findings and Decision.** A limited term permit may be approved by the director only after the director first finds that the requested activity complies with applicable standards, and therefore the establishment, maintenance, or operation of the temporary activity would not be detrimental to the public health, safety, or welfare of persons residing or working in the neighborhood of the proposed activity.
- J. **Post Approval Procedures.** The procedures and requirements in Chapter 13.64, and those related to appeals and revocation in Division 7, shall apply following the decision on a limited term permit application.

- 1. **Condition of the Site Following Temporary Activity.** Each site occupied by a temporary activity shall be cleaned of debris, litter, or other evidence of the temporary activity on completion or removal of the activity, and shall thereafter be used in compliance with the provisions of this title. A bond may be required before initiation of the activity to ensure cleanup after the activity is finished.
- 2. **Performance Security for Temporary Structures.** Prior to issuance of a limited term permit the applicant shall provide performance security in a form and amount acceptable to the director to guarantee removal of all temporary structures within thirty days following the expiration of the limited term permit. (Ord. 205 § 1 (Exh. A), 2003)
- **Option 3 Agreement as per Family Fest** (See attached agreement approved through council – no planning commission or zoning issues)

CEQA – Need project description

- ministerial project means no discretionary approvals involved- hard to see this would happen- then no CEQA
- 15323 allows exemption for “normal operations of existing facilities for public gatherings for which the facilities were designed, when there is a history of the facility’s use for the same or similar purposes (must have occurred for at least 3 years, and there must be a reasonable expectation that the future occurrence of the activity will not represent a change in the operation of the facility) – examples are racetracks, stadiums, convention centers, auditoriums, amphitheatres, planetariums, swimming pools and amusement parks... (court case precludes a categorical exemption when significant impacts will result due to unusual circumstances... also, in the case, mitigation measures- record did not establish that these measures eliminated the possibility that significant adverse impacts would occur.- another case- adoption of noise controls did not create an adverse change in the environment.
- description of project that I ‘ve heard –
 - expo on September 16th and 17th (Friday and Saturday)-
 - 400 vendor booths – inside and outside (Blue Goose, Town Train Depot, town lands adjacent to railroad (shed to shed), High Hand (privately owned in front)and other local (unnamed businesses) for break out sessions, training programs and presentations, displays and booth space for vendors, assume Taylor’s (privately owned) site, no involvement of Memorial Hall now;
 - new small “amphitheater” to be built adjacent to cul de sac (to be built at the end of Walnut) for concerts, outdoor music, plays. 15311 allows exemption for construction or placement of minor structures accessory to existing commercial, industrial or institutional facilities ..is this minor?)
 - Hotels and restaurants from Roseville, Rocklin, Lincoln and Auburn
 - Shuttle service to all venues???
 - Work with local schools to focus on need for training and education in digital arts, media
 - Something happening all the time “shed to shed”

- Assume porta-potties will be needed (who determines number needed?)- probably some sort of Health Department approval
 - Where will parking be (Del Oro, Loomis Elementary – won't school hours conflict), throughout town in undesignated spaces? Or is parking taken up by vendor spaces?
Need site plan
 - Need info on noise amplification, level, timing
 - Need any additional lighting info
 - Need info on numbers of people projected, traffic
 - Need info on how trash will be handled
 - Any thoughts of alcohol?
 - Insurance?
 - Has law enforcement been contacted
- Places to contact sooner rather than later
 - Occupancies of depot, blue goose... high hand- need to think about
 - Need fire marshal ... I will call
 - Is any railroad approval required?
 - ADA?



TOWN OF LOOMIS

5775 Horseshoe Bar Road
Loomis, CA 95650
916-652-1840

LOOMIS DEPOT SPECIAL EVENT/RENTAL APPLICATION

Please Print

Applicant's Name Dan McBride Date May 27, 2011
Name of Event CCD Expo Date of Event 9/16 & 9/17, 2011
Parking Lot Use for the Event Yes No **Please Attach a diagram of set up in lot.**
Room(s) requested All
Chairs requested Max
Time(s) of event requested 8am to 10pm both days
Name of Person(s) Responsible Peter H. Oakes & Dan McBride
(Only those listed on application can make changes to rental application)
Address 5951 Craig Ct
City Loomis State CA Zip 95650
Day/Business Phone 916-256-7758 Fax N/A
Home Phone N/A Cell Phones 916-743-1809
Email address pete.oakes@pacificcrestmedia.com
Type of group or function (circle one) Resident Non-Profit Non-resident **Commercial**
Non-profit ID number _____
Number attending event (Maximum 90 for use of Depot) 90
Description and list of the activities you will be having at the Depot:
Vendor Booths & Break Out Sessions

If a Wedding, name of the Bride & Groom _____
Public Works cones/barricades requested: Yes

Please answer Yes or No to the following questions as they pertain to your use of the Loomis Depot.

My Rental of the Loomis Depot	Yes	No
Will be open to the public	X	
Will have an admission charge		X
Will be a fundraising event		X
Will have alcohol		X
Will be selling alcohol		X
Will be selling food		X
Will be selling merchandise		X
Will have vendors	X	
Will be using the food prep area		X
Will be serving food		X
Will be a catered event		X
Name of Caterer: Will be having entertainment (DJ, band, clown, etc.)	X	
If yes, what type of entertainment: LIVE MUSIC		
Will be an educational or sales seminar	X	
Will have minors at event	X	
Will provide own insurance with the Town of Loomis additionally insured	X	

Signature of Renter(s) Required below:

The consequence of not following the Town of Loomis's rental policies may result in loss of your deposit and/or your event being cancelled completely or early.

- My signature below signifies that I have read and understand the rental policies/rules outlined on pages 3 through 6.
- I agree to abide by all of the conditions of this application and any permit(s) issued based upon this application.
- I also agree to pay the Town of Loomis all costs the Town may incur as a result of any failure to fully comply with all these conditions.
- I understand that the Town of Loomis reserves the right to photograph facilities, activities and participants for its own use.
- I agree to defend, indemnify and hold harmless the Town of Loomis, its officers, agents and employees from any liability resulting from my intentional or negligent acts while renting the Loomis Depot.
- I declare that the information contained in this rental application is true and correct to the best of my knowledge. I further acknowledge that the security deposit may be forfeited and/or my event may be cancelled if this application contains any intentional misrepresentations.
- I will notify Wil Garner, Placer County Department of Public Works, at 530-745-7582 of any road closure or use of the Depot parking lot so they can re-route the County shuttle.

Print Name Dawn McBride / 12103 Colson

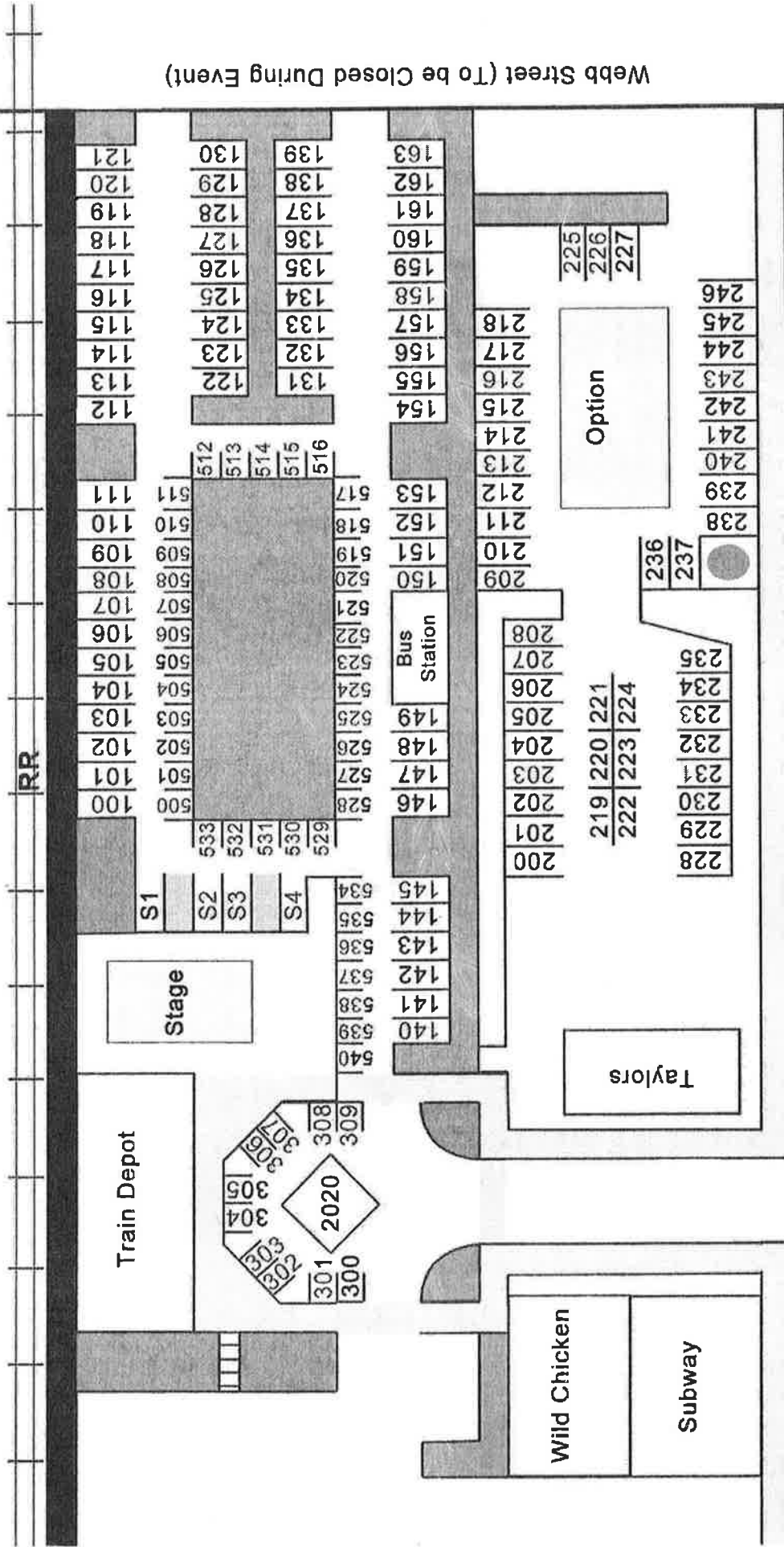
Signature Dawn McBride Date 5/27/2011

NOTE: If using the Depot for anything, the key must be picked up at Town Hall by applicant before the event. If the event is on Saturday or Sunday the key must be picked up at Town Hall by applicant the Friday before the event. Please initial you have read this: (P)

TOWN OF LOOMIS

Loomis Depot
5775 Horseshoe Bar Road
Loomis, CA 95650
Phone – (916) 652-1840
Fax – (916) 774-5959
www.loomis.ca.gov

Historic Loomis Depot Plaza Booth Map



CONTENT CREATION & **EXPO** DISTRIBUTION EXPO
 September 16th & 17th

Taylor Road

info@CCDE expo.com
 (916) 256-7758