



**City of Hermosa Beach
Pier Plaza Promotion Application and
Rules and Regulations**

Applications and other required documents must be submitted to:
City of Hermosa Beach Community Resources Department
710 Pier Avenue, Hermosa Beach, CA 90254

Office Phone: 310.318.0280 Email: hbconnect@hermosabch.org Fax: 310.372.4333

** Street Banner applications are available at and submitted to: Public Works Department, 1315 Valley Drive.

The Pier Plaza Promotion policy is designed to provide companies or event sponsors a one-day promotional opportunity on the Pier Plaza (west of Hermosa Avenue). Companies or sponsors who request approval for this use will be required to apply to the Community Resources Department. Promotions will be subject to the following conditions:

1. Up to five (5) Pier Plaza promotions may be approved each calendar year.
2. Scheduling of promotions must not conflict with existing events and/or Plaza merchant promotions.
3. Promotions must be strictly commercial product or service promotions and not special events.
4. Promotions are subject to scheduling, review and approval by the: (a) Community Resources, (b) Police, (c) Public Works and (d) Fire Departments.
5. Plaza space allotted for the promotion shall be specified by a detailed description and site plan.
6. Applicant will notify Plaza merchants about the promotion prior to the event date, and obtain written permission from Plaza merchants should the applicant's activity be in front of their store.
7. Applicant will be responsible for obtaining a sound amplification permit and/or security from the Hermosa Beach Police Department, if deemed necessary.
8. Applicant will assume full responsibility for: (a) the safe conduct of the promotion, (b) abiding by all City rules, regulations and conditions/ordinances for the use of public property, (c) returning the Plaza area to its original condition immediately following the promotion, and (d) obtaining permits as required (e.g., Health Department)
9. Fees: Applicants will be responsible to pay a \$10,385 location fee, a \$311 Community Resources staff fee (two weeks prior to the promotion), and any/all direct costs associated with the promotion including costs for City services such as Police, Fire, and Public Works.
10. Insurance: At least ten (10) days prior to the event, applicants will provide the City with a certificate of insurance providing liability insurance naming the City, its officers, employees, and

agents as additional insured with a minimum coverage of **\$2 million combined single limit coverage**. Insurance is to be placed with insurers with a current AM Best's rating of no less than A:VII. Said insurance shall not be cancelled or altered without thirty (30) days written notice in writing to CITY and County.

Checklist:

YOU MUST SUBMIT THE FOLLOWING:

- APPLICATION AND GREEN MATRIX:** Complete the application and Green Matrix in their entirety. To avoid processing delays, do not leave any blanks. Indicate items that do not apply with an N/A. Attach additional sheets to the application if more space is required for descriptions.
- EVENT DATES:** On your application, you are required to submit a requested date/s and an alternate date/s. Requested dates are subject to approval. The date/s you request may not be available for your event. Staff will contact you if an alternate date/s assignment is necessary.
- SITE PLAN:** Attach a site plan to illustrate the location of stages, tents, portable toilets, dumpsters, registration areas, fencing, barricades, bleachers, generators and all other items for your event. Facilities, equipment placement, parking needs, ingress and egress routes and street closure requests must be included. The City may require a certified Traffic Control Plan (TCP).

YOU WILL BE REQUIRED TO ABIDE BY THE FOLLOWING RULES AND REGULATIONS:

_____ **APPLICATION REVIEW:** Pier Plaza Promotion plans may require review by the Special Event Team, Parks and Recreation Commission and/or City Council. Need for review is based on size, scope and impact of event.

_____ **CERTIFICATE OF INSURANCE:** The City requires submission of an insurance certificate a *minimum* of **30 days prior** to your event date. The City requires \$2 million in general liability and the City of Hermosa Beach, its agents, officers and employees must be named as additional insured.

_____ **FEES:** The application fee is non-refundable and is submitted with the application. The \$10,385 site fee and any other event fees are due ten (10) days prior to the event.

_____ **PORTABLE RESTROOMS:** Depending upon the duration or size of your event and the availability of public restrooms, you may need to rent portable chemical toilets to accommodate participants and spectators. The City recommends availability of seven toilets for every 500 people, or portion thereof. The figure is based on the maximum number at your peak event time. The total number of toilets you need to provide will be determined on a case by case basis.

_____ **MARKETING OF EVENT:** You must receive approval for your event before you promote or market your event. Submission of your application does not automatically constitute a guarantee of the date, location or automatic approval of your event.

_____ **CLEAN UP:** All debris and trash must be removed from your event site immediately after the event. Failure to do so will require the City to call upon the Public Works Department. All expenses will be the responsibility of the event applicant. The applicant is required to arrange for recyclable receptacles at the event.

_____ **DAMAGE DEPOSIT:** The City may require a damage deposit of up to \$1500 depending upon the size and scope of the event.

AGREEMENT AND SIGNATURE:

I the undersigned representative have read the rules and regulations with reference to this application and am duly authorized by the organization to submit this application on its behalf. The information contained herein is complete and accurate.

Name (printed)	Signature:
Driver's License or CA ID#	Date:



City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER: _____

PROMOTION DATE: _____

DATE STAMP

STAFF
INITIALS

COMMERCIAL PIER PLAZA PROMOTION PERMIT APPLICATION

710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280 • Fax: 310.372.4333

Request Event Date: 1st choice **: _____

2nd Choice ** (Required): _____

****Date choice is not guaranteed until final calendar has been determined by City staff.**

ORGANIZATION'S INFORMATION

EVENT TITLE: _____

Applicant Name: _____

Organization Name: _____

Address: _____

_____ City _____ State _____ Zip

Phone (____) _____ Cell: (____) _____

Email Address: _____ Fax: (____) _____

CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)

Name: _____

Address: _____

_____ City _____ State _____ Zip

Phone: (____) _____ Cell: (____) _____

Email Address: _____ Fax : (____) _____

REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: _____ Cell: (____) _____

EVENT INFORMATION

Promotion Type: _____

Event Start Time: _____ Event End Time: _____

Set Up Date: _____ Set Up Time: _____

(if set up includes multiple days, please include additional pages with a daily schedule).

Break Down Date: _____ Break Down Time: _____

Estimated # of Participants: _____ Age of Participants: _____

Estimated # of Spectators (daily): _____ Total Estimated Attendance: _____

Overall Event Description - Briefly explain event and activities;

Amplified Sound? Yes No

Filming or Television Coverage? Yes No

If **yes** to Amplified Sound, describe: Live music, PA, number and size of speakers, subs, microphone, bullhorn etc. _____

EQUIPMENT INFORMATION (ATTACH SITE PLAN)

A DIAGRAM OF YOUR SITE PLAN THAT INCLUDES ALL FACILITIES, EXACT PLACEMENT OF ALL EQUIPMENT, STREET CLOSURES, INGRESS AND EGRESS ROUTES, SHUTTLE ROUTES, FENCING, ACCESSIBILITY PLAN, AND PARKING MUST BE ATTACHED TO THE APPLICATION.

YOUR APPLICATION WILL NOT BE PROCESSED WITHOUT A SITE PLAN

Please check all the boxes that apply to the equipment that will be on site for your event and specify the number and size of each (if applicable).

Cars _____

Semi-Trucks _____

Generator _____

Size/Type: _____

Vans _____

Size: _____

Sound Equipment _____

Enclosed Tents _____

Other (please attach list with description of each item)

Porta Potties _____

Motor Homes _____

Size: _____

Trailer _____

Size: _____

Stage _____

Measurements: _____

Canopies _____

PARKING PLAN (ATTACH DIAGRAM OF PARKING PLAN)

Parking (\$1.25 per hour or \$30 per space per day)

Will you need reserved parking spaces? Yes No

If YES, please list requested parking times for each day of request:

Date _____ from _____ am/pm to _____ am/pm

Date _____ from _____ am/pm to _____ am/pm

Date _____ from _____ am/pm to _____ am/pm

SAFETY/SECURITY PLAN

Please describe your procedures for both crowd control and internal security:

If hiring private security, please include company name and contact:

GREEN MATRIX (ENVIRONMENTAL PROTECTION PLAN)

COMPLETE THE ATTACHED GREEN MATRIX AND ATTACH TO YOUR APPLICATION.

ACCESSIBILITY PLAN

It is the applicant's responsibility to comply with all City, County, State and Federal disability access requirements applicable to the event, including the American with Disabilities Act (ADA). All indoor and outdoor sites, activities and programs must be accessible to persons with disabilities. Please describe your accessibility plan:

INSURANCE

Unless greater or lesser coverage is requested, applicant agrees to furnish the City of Hermosa Beach evidence of \$2 million comprehensive general liability insurance in the form of a certificate, including endorsement, covering the entire period of this permit, naming the City of Hermosa Beach, its officers, agents and employees as additionally insured. Permittee waives claims against the City of Hermosa Beach, its officers, agents and employees, for fees or damages caused, arising out of or in any way connected with the exercise of this permit.

APPLICANT AGREES TO COMPLY WITH ALL APPLICANT'S LAWS AND AGREES TO MAINTAIN PREMISES IN GOOD CONDITION AND RETURN IN THE SAME CONDITION AS BEFORE SAID USE.

I certify that the information contained herein is true and correct to the best of my knowledge. I have read and agree to comply with the City of Hermosa Beach Sustainability Measures. All fees, charges and other material will be paid and or furnished to the Department of Community Resources as mutually agreed to by both parties.

Company Representative (signature)

Date

Department of Community Resources

Date

ADDITIONAL FEES MAY BE ASSESSED ACCORDING TO IMPACT:

- Public Works pre and post cleanup, barricades, dumpsters, etc.
- Police and Safety Fees
- Community Development Plan Checks, Permits and Inspection Fees

Damage deposit is set according to impact.

City may require attendance at Pre and Post Operations meetings



GREEN MATRIX (Environmental Protection Plan)

(Required for all event applications)

Events in Hermosa Beach are expected to implement measures to reduce impacts and costs to the environment, the city, and the community. Specify how you will comply with applicable measures (or mark not applicable). If your contract is for several years, show how you will increase compliance in subsequent years.

Event Name: _____ **Expected Attendance:** _____

MEASURE	APPLIES TO:	HOW WILL YOU COMPLY? (use additional sheets if needed)
Recycling and Waste Reduction		
1. Reduce waste and single-use items		
<ul style="list-style-type: none"> ▪ Limit single-use paper, plastics, packaging, and décor items 	All events	
<ul style="list-style-type: none"> ▪ Reduce size/bulk of plates, containers, cups 	All events	
<ul style="list-style-type: none"> ▪ Use products with high recycled content 	All events	
<ul style="list-style-type: none"> ▪ Avoid sale or give-away of single-use plastic bottled drinking water 	All events	
<ul style="list-style-type: none"> ▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups) 	500 or more	
<ul style="list-style-type: none"> ▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids) 	2000 or more	
<ul style="list-style-type: none"> ▪ Recycle fry-grease for bio-diesel fuels 	2000 or more	
<ul style="list-style-type: none"> ▪ Limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks) 	500 or more	
2. Recycling containers:		
<ul style="list-style-type: none"> ▪ Place well-marked recycle containers adjacent to every trash container 	500 or more	
<ul style="list-style-type: none"> ▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters 	2000 or more	
3. Staging		
<ul style="list-style-type: none"> ▪ Recycle or reuse event construction materials 	2000 or more	
<ul style="list-style-type: none"> ▪ Use 'no emission/no VOC' paints/sealants 	500 or more	
Transportation		
<ul style="list-style-type: none"> ▪ No-idling policy for all vehicles 	All events	
<ul style="list-style-type: none"> ▪ Sponsor free shuttle or low cost bus passes 	2000 or more	
<ul style="list-style-type: none"> ▪ Use hybrid, electric or CNG vehicles 	2000 or more	
Energy		
<ul style="list-style-type: none"> ▪ Use energy-efficient lighting 	All events	

▪ Turn lighting and devices off when not in use	All events	
▪ Turn off generators when not in use for significant period of time	All events	
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	2000 or more	
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	2000 or more	
Marine environment		
▪ Avoid use of single-use plastic bags. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO single-use plastic bags.</u>	All events	
▪ Avoid Styrofoam for outdoor events, take-out cups or containers. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO Styrofoam for outdoor events, take-out cups or containers.</u>	All events	
▪ No hosing of surfaces unless specifically allowed by city	All events	
▪ Full containment of all wastes	All events	
▪ Full containment of all six-pack plastic rings. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: Full containment of all six-pack plastic rings.</u>	All events	
▪ Provide recycling containers and litter control	All events	
▪ Beach and street cleaning required	500 or more	
Education		
▪ Event and vendors to make reducing waste and recycling a prominent theme	500 or more	
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	2000 or more	
▪ Advertise green measures and rules in all event advertising and on website	500 or more	
▪ Demonstrate that vendors and service providers will comply with green measures	500 or more	
Monitoring		
▪ Report on compliance with above applicable measures	500 or more	