



CHARLOTTE
ENGINEERING & PROPERTY
MANAGEMENT

Presentation to Mayor and Charlotte City Council

Special Events Permitting Changes for Outdoor Events on Private Property

February 26, 2018

Background

- March 2017, Council referred to both the Economic Development and Community Safety Committees the assignment to:
 - Review opportunities to strengthen community partnerships and impact of the Central Intercollegiate Athletic Association (CIAA) basketball tournament
 - Address public safety concerns occurring especially at non-sanctioned events being held outside and on private property
- Staff from Charlotte Regional Visitors Authority, (CRVA), CIAA and City staff met several times last year and provided updates to the Committees on key issues and progress made to address issues and concerns
- At the February 20, 2018 Economic Development Committee meeting staff provided update on identified issues with specific focus on the permitting process for events occurring outdoors on private property

Identified Issues/Concerns

Operational and Organizational issues

1. Hotel Rates
2. One Arena
3. Relationship with EpiCentre, CCP, and Corporate Sponsors
4. Current Contract
5. Local Organizing Committee (LOC)
6. Packaging Corporate Sells
7. Involvement with the Community

Management of unsanctioned events

8. Village Boundaries

9. Permits for non-CIAA events

10. Registration for CIAA sanctioned events

- Progress made on operational and organizational issues (1-7)
 - Revamped the Local Organizing Committee (LOC) to include broader representation from community leaders
 - Increased marketing and outreach to businesses located on the Eastside including promotion of restaurants and other venues in and around Bojangles Arena
- Progress made to manage unsanctioned events (8-10)
 - CIAA, CCPs, CRVA and City will be coordinating efforts to create street festival like event in 2019 during the tournament week to help manage unsanctioned events and engage local vendors, promoters and small businesses

- Changes have been made to process for Special Events Permitting for Outdoor Events on Private Property
- Changes apply citywide to all outdoor events on private property not just for CIAA tournament
- This is **not** a “one stop permitting” process **yet**
- It **is** a collaborative effort among different agencies to share information and function as central “clearinghouse” to help distinguish legally permitted events from illegal non-permitted events
- All changes being made administratively, no action needed from Council at this time
- Monitor and continue to make changes with goal of creating “one stop” permitting process

Criteria For Permits

- If an Outdoor event on Private Property requires any of the following criteria, the event organizer coordinates individually with the permitting agencies
 - Amplified noise (over 55db) – Police
 - One time sale of alcoholic beverages or a Temporary Extension of a current Alcohol License for an existing business – Police
 - Tents or canopies over 400 sq. ft. – Fire
 - The location of the tent structure (out of setbacks, not in the public ROW) – Zoning
 - Electrical Addition– Mecklenburg County LUESA
 - Prepared Food Sales – Mecklenburg County Health Department

Event Needing a Permit



- ✓ Amplified Sound over 55 db
- ✓ Alcohol Sales
- ✓ Tent is over 400 sq. ft.

Event Not Needing a Permit



- ✓ Tent is under 400 sq. ft.
- ✓ Not selling alcohol
- ✓ Not selling prepared food

- For the 2017 CIAA tournament, 11 tent permits were issued.
 - 8 were small tents located next to places of assemblies (restaurants, bars, special events centers, etc.)
 - 3 were free standing tents
- For the 2018 tournament, to date,
 - 2 tent permits have been issued. These permits are usually issued 2 weeks to days prior to the start of the tournament.
 - 16 temporary extension or one-time alcohol sale permits have been issued

Two Key Finds From All Past Events

1. After analysis of the permitting process for past events, it became evident that there is a need for a formal collaborative effort among review and permitting agencies in the sharing of information
 - No central “clearing house” to consolidate all permits issued for events
2. No place where an event planner can go to find out permit requirements

Incremental Step to One Stop Permitting

- Ideally, a “one stop permitting” process would be the best approach, but, this year’s process is an incremental step to get to that ideal
 - After the tournament, a meeting with stakeholders including: Event Planners who use these services, City and County review agencies, Ongoing and Future Event Stakeholders (example: CIAA, NBA All Star Committee, NCAA Tournament Committee, etc.), and the CVRA, will occur to determine a collaborative path forward for **all** Outdoor Events on Private Property

Goals for the Process Improvements

- A single point or centralized notification process for a collaborated distribution of permitting information
- Higher coordination among review agencies
- A better understanding of the event because of the additional information provided and distributed

Action Plan:

- E&PM/Land Development is acting as the Coordinator of permitting activity
- For data collection purposes, Land Development has established a staff contact within each agency, listed below. These agencies issue permits directly to event organizers
 - Police
 - Fire
 - Zoning
 - Mecklenburg County

Process:

- All agencies will send all approved permits associated with the event (in this case the tournament) to Land Development for insertion on a master spreadsheet.
- The updated spreadsheet, with all approved permits listed, will be sent out weekly (on a daily basis a week before the event) to all agencies to verify accuracy of information and to update permit issuance
- At the time of the event, a master spreadsheet will be distributed to Police and Fire

- Data captured on the Master Spreadsheet:
 - Applicant
 - Company
 - Contact information: email, phone
 - Intent of event
 - Event location
 - Property owner (where applicable)
 - Event start date and time
 - Event end date and time
 - Permits Issued: ABC, Noise, Tent, Vendor, Electrical

Key Find #2: No Place Where An Event Planner Can Go To Find Out Permit Requirements

- A ***Charlotte/Mecklenburg County: Outdoor Event on Private Property Questionnaire and Permitting Guide*** has been created
- Through a series of questions, the event planner can determine when a permit is required, by which agency and they are given the option to contact the agencies directly, or submit the questionnaire. If they opt to submit the questionnaire, they will be contacted by Land Development staff to provide assistance.
 - If the customer elects not to fill out the questionnaire but work directly with the permitting agency, the permit issuance will ultimately be captured through the weekly master spreadsheet update process.

- Available on the City's Land Development website. <http://charlottenc.gov/ld>.

- Click on



- This is our first consolidated effort to make incremental improvements to the entire Outdoor Events on Private Property process
- A debrief after the tournament will be held to determine successes and areas of improvement
 - Including the exploration of a software solution to manage this process
- Higher coordination and communication among review agencies will bring a universal understanding of events being held.

