

May 5, 2004

Honorable Mayor and Members of the
Hermosa Beach City Council

Regular Meeting of
May 11, 2004

Film Permit Policy and Fee Schedule

Recommendation

The Parks, Recreation and Community Resources Commission and Staff recommend that Council review and adopt the revised film permit policy and application.

Background

Revisions to the film policy adopted by Council in September 2001 are necessitated by the increased number of film permit requests and increased impaction on the City resulting from advanced film techniques and special effects. Relative issues of concern raised by residents, merchants, and safety personnel further impel the need for revised policy. Recurrent complaints with regard to filming include inadequate notice to residents, inconvenience of street and strand closures, parking impact, noise, and film crew conduct.

Analysis

Revisions to the policy were presented to Council at the regular meeting of January 13, 2004. Subsequent to this meeting, staff met with Michael Moore of Raleigh Studios and Lucas George of the OC television series. Consideration was given to their request for the allowance of multiple per day film permits. Accommodation of this request is impeded by City staff limitations and relative impaction from an intensive schedule of citywide special events (Attachment D).

To accommodate priority film allocation to Raleigh Studios, staff recommends the institution of a daily Reservation Fee at the price point of \$224, which is 25% of the daily location fee. The reservation would enable Raleigh Studio productions to book potential film days in advance to preclude the processing of other film company requests. The reservation fee would be deducted from the location fee should the company implement actual filming on days reserved.

As a recurring applicant, Raleigh Studios receives an accelerated review process by the departments of Community Resources, Police, Fire, and Public Works. Pertinent information and insurance certificates are kept on computerized file, alleviating the need for resubmission each time a film permit is requested. Raleigh Studios has an excellent track record for submitting additionally required documents (resident signatures, property owner location agreements, insurance, special effects license, vehicular site plans) concurrently with the original application request, which further serves to hasten approval processes.

A permit is required for filming on both public and private property located within City boundaries. Policy changes specifically address:

1. City regulation of the number of film shoots per year in high demand locations.
2. Film company adherence to 'non-film' calendar days selected to regulate impact resulting from City roster of special events.
3. Increasing the minimum 'turn-around' time for permit review and processing from three business days to seven; thereby increasing days available to notice residents.
4. Film company adherence to production code of conduct while filming.
5. Site-specific guidelines to film on the Strand.
6. Reservation fee to accommodate priority allocation to Raleigh Studios.

Fee charges are in accordance with industry standard and not scheduled for revision.

Attachments:

- A. Revised Film Policy and Application
- B. Film Policy and Application, Adopted 2001
- C. Comparative Fee Study
- D. Calendar of Special Events

Respectfully submitted,

Concur:

Lisa Lynn
Recreation Supervisor

Steve Burrell
City Manager



City of Hermosa Beach-Film Permit Policy & Application

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The City of Hermosa Beach welcomes businesses and individuals that wish to engage in commercial filming, videotaping or still photography. Film permits are required for all commercial filming activity on public or private property within City boundaries. Students enrolled in community college, university or trade schools filming for non-commercial and educational purposes, may be exempt from fees but are still required to obtain permits. The guidelines and regulations contained herein apply to all filming activity. Conditions may be attached to individual permit based on impact.

The City of Hermosa Beach is home to many convenient service and retail enterprises that offer goods and services needed by film companies. We encourage film companies and their crews to patronize local businesses where possible.

Application Procedure/Requirements

1. Film permits are issued by the Community Resources Department in the Community Center at 710 Pier Avenue, Hermosa Beach, CA 90254. Office hours are Monday-Thursday 7:00 AM-6:00 PM.
2. All applicants are required to complete a "Film Permit Application" including all attachments as described in this policy, in order to be considered for review.
3. A completed application includes: Application Form, Insurance Certificate, Parking Plan, Private Property Use Form (if applicable), Site Diagram, and Application Fee.
4. Once a complete application, attachments and application fee are received in the Community Resources Office, all documents will be reviewed and the film company will be notified within three business days (Monday-Thursday) if the application is approved. However, requested filming date must be a *minimum of seven (7) business days* from the date of application submission.
5. Film Permit Applications take a minimum of seven (7) business days (Monday-Thursday) to process. Any applications received less than seven (7) business days prior to filming day will be denied, no exceptions or deviations will be permitted.
6. The Department of Community Resources shall have the final authority to approve or deny each film request. Upon approval of the permit, the Department of Community Resources shall expedite all arrangements between the film company and the various City departments.
7. All non-permitted filming in the City of Hermosa Beach on private property or public will be subject to immediate police escort out of the City, a fine, and a suspension of future filming in the City for a minimum of six (6) months.

Rules & Regulations

1. Hours/Days Restrictions:

- a. General hours of filming in Hermosa Beach are Monday-Friday 7:00 AM-10:00 PM except holidays. No filming activity is permitted on any weekend or holiday, no exceptions.
- b. Prep days, filming days and strike days must all be noted on permit application.
- c. Filming in the Commercial Zone, between 8th Street & 16th Street on Hermosa Avenue is limited to twenty (20) days during the summer months.
- d. No filming is permitted in the downtown area during the set up, implementation or tear down of any permitted City Special Event. A list of special events is available in the Community Resources office by request.
- e. The maximum number of filming days in a residential area that will be allowed for filming activity at the same location is twenty (20) days within the immediately prior twelve (12) month period of the requested date.
- f. The City will issue **one** film permit for each available calendar day.
- g. The City reserves the right to deny an application for filming to mitigate neighborhood fatigue in frequently filmed area.
- h. EXCEPTIONS: If a film company would like to conduct filming activities beyond the filming hours ninety percent (90%) approval signatures are required for the affected area. Please note signature verification requires additional time for approval and affected area will be determined by the Community Resources Department.

2. Parking:

- a. Parking permits will be granted for up to forty (40) approved spaces. Any additional parking needed may not be in City lots.
- b. All parking spaces must be posted a minimum of forty-eight (48) hours in advance of crew call time by the film company. The film company is responsible to repost parking signs if needed and to remove all posted materials upon strike.
- c. All film vehicles must be clearly labeled by Film Company if parked in a designated space otherwise the vehicles will be towed.
- d. Vehicles may not be towed or moved without the express permission of the City or property owner.
- e. Driveways may not be blocked without prior written permission from the City and the property owner.

3. *Noise:*

- a. Film companies are not permitted under any circumstance to use bullhorns. If amplified sound is required, the film company must obtain the proper amplified sound permit from the Police Department.
- b. Film crew and security must refrain from all lewd or improper language within earshot of the general public.
- c. Production vehicles may not enter a neighborhood prior to the approved time listed on the permit. Please turn off engines as soon as possible. Any violation of this rule will result in revocation of permit.

4. *Traffic Control/Street Closures:*

- a. Film companies must use Hermosa Beach Police officers for film shoots requiring traffic or pedestrian control for street closures.
- b. The Strand, bike/pedestrian path just east of the beach, may not be completely blocked for more than five (5) minutes during the course of filming activity. Intermittent traffic control of Strand is permitted by City Police officers. All non-essential film crew are not permitted to loiter on strand during filming activity.
- c. No major intersections may be blocked during rush hours: 6:30AM to 8:30AM and 4:00PM to 7:00PM.
- d. Streets shall not be barricaded for filming purposes, unless prior approval is obtained from the Police Chief or his designee.

5. *Notification:*

- a. Film companies are required to deliver written notification to all affected residents/merchants within a 500' radius unless additional notification is required by Community Resources Department.
- b. A film company may appeal the City of Hermosa Beach's general filming hours by obtaining film surveys with signatures from ninety percent (90%) of the affected merchants/residents. All surveys will be audited for verification purposes by the Community Resources Department. In some cases of high impact or special circumstances, the Community Resources Department reserves the right to require a film survey.

6. *Catering/Craft Service:* vehicles, tables, canopies, equipment, generators and food goods must be on private property or pre-approved locations only. Catering services may not block the public right of ways, i.e. alleys, sidewalks or streets.

7. *Interruption of Activity:* The film company is not permitted to block, delay or interrupt normal activity on public or private property. This includes but is not limited to: refuse collection, recycling procedures, street sweeping, strand sweeping, beach combing, gardening, postal or overnight deliveries, ingress or egress to property, City Public Works construction/projects or private construction work.

8. *Refuse Removal:* The film company is responsible to remove all trash receptacles, oversized bins, miscellaneous garbage, fliers, posters and food particles upon strike of film location. The Community Resources Department reserves the right to assign steam cleaning of surfaces at the expense of the film company if adequate clean up is not completed or if it is deemed necessary.
9. *Appeals:* An applicant may appeal an administrative decision regarding permit issuance or conditions of a permit by submitting a written appeal to the Community Resources Department, which upon review may be forwarded, to City Council.

Insurance

The film company agrees to furnish the City of Hermosa Beach an original Certificate of Insurance naming “The City of Hermosa Beach, its officers, agents and employees as additional insured.” The Film Company must provide insurance for the amount of \$1 Million comprehensive general liability, unless greater coverage is requested. The certificate must cover the entire period of the filming activity including prep and strike days. The Film Company waives claims against the City of Hermosa Beach for fees or damages caused, arising out of or in any way connected with the exercise of this permit.

Student Films

1. To qualify for fee waivers the individual requesting the permit must be enrolled in a recognized college, university or trade school. *Proof of registration required, i.e. School ID Card, registration receipt, or registration card.*
2. Provide insurance from the institution naming “The City of Hermosa Beach, its officers, agents and employees as additional insured.”
3. Provide a course syllabus or documentation from instructor describing the proposed project.
4. Adhere to all aforementioned rules and regulations as commercial film companies.

Fees & Descriptions

\$383.00	Application Fee/Processing: This fee is required at the time of submission with a completed application. This is a non-refundable fee under any circumstance.
\$100.00	Prep/Strike Fees: Required for all exterior and interior filming prep or strike prior to or immediately after filming activity. These fees will be determined by the Community Resources Department based on the information provided in the application. <i>Minimum \$100 per day maximum \$894 per day.</i>
\$894.00	Location Fee: Required for all exterior filming on public property including sidewalks, parks, public buildings, parking lots and all other right of ways. Required for interior filming if parking spaces are needed for equipment, vehicles or crew cars.
\$307.00	Business License Fee: 30-Day License required for any commercial film company or photography studio not located within the boundaries of Hermosa Beach. Any

commercial film company or photography studio with offices within the City may apply for an annual license by calling (310) 318-0206 or by visiting the Finance Cashiers Office at 1315 Valley Drive, Hermosa Beach, CA 90254.

\$17.00 p/sp. **Parking Fees:** Required for every space utilized within the City of Hermosa Beach with or without meters including Parking Lot A (11th Street & Hermosa Avenue), Parking Lot B (13th Street & Hermosa Avenue) and the Downtown Parking Structure.

\$71.00 p/hr. **Police Officer Fees:** The Police Chief or his designee will evaluate each film permit application to determine assignments as required for a safe and orderly permit. Police Officers assigned to work Film Permit locations are paid at an over-time rate and are required to work a minimum of two (2) hours.

\$67.00 p/hr. **Fire Inspection Fees:** The Fire Chief or his designee will evaluate each film permit application to determine if an inspection or firefighters are required.