

COMMITTEE OF THE WHOLE – MARCH 6, 2006

PHOTOGRAPHY PERMITS

Recommendation

The Commissioner of Community Services and the Director of Recreation and Culture, in consultation with the City Clerk and Manager of Licensing, recommend:

1. That the Department of Recreation and Culture be allowed to issue permits for commercial photography on all City of Vaughan owned property specifically at, but not limited to, the Kleinburg Scout House and Railway Station, the Thoreau MacDonald House and the Vellore Hall, School and Heritage Square, effective April 1, 2006 and subject to all associated terms and conditions; and,
2. That a By-Law be enacted authorizing the Departments of Recreation and Culture, Parks, Building and Facilities and the Enforcement Services to administer and enforce the program within the terms and conditions outlined in this report; and,
3. That commercial photography permits be classified as a premium service category, the Department of Recreation and Culture's Three Year Fee Schedule be amended to include the applicable permit fees and that the Clerk's Department be directed to provide public notice of an amendment to the Fees and Services By-Law, 396-2002 for the proposed inclusion as outlined in this report.

Economic Impact

The economic impact to the 2006 operating budget will be approximately a net surplus of \$2,046 if permit targets are met.

Purpose

The purpose of this report is to present to Council the feasibility of implementing a photography permit system in Vaughan and to seek Council approval for the associated terms, conditions and permit fees.

Background - Analysis and Options

At the Committee of the Whole meeting of February 13, 2006, Council directed that staff prepare a report exploring the following:

- Establishing a permitting system for commercial photography at both Thoreau MacDonald House in Thornhill and the Scout House in Kleinburg,
- That the staff report include financial considerations for residents of Vaughan,
- That any funds generated from photography permits be applied towards maintenance and improvements at Thoreau MacDonald House and the Scout House,
- That staff investigate any photography permitting programs used by area municipalities, such as the permitted use of Edwards Gardens in the City of Toronto,
- That the permits be applied to commercial photography only, and
- That the projected start-up date be planned to provide sufficient time to incorporate the 2006 Spring/Summer/Fall sessions.

Additionally, in November 2004, Council adopted a report from Councillor Meffe requesting staff to report on the feasibility of issuing permits to photographers and/or individuals using City-owned properties.

To investigate the feasibility of implementing a photography permit system, staff reviewed systems used by surrounding municipalities. The findings, noted on Attachment 1, indicate that while most municipalities have formal processes in place some have no "official" system. For instance, the City of Markham issues permits for commercial photography only if the request is within their declared "permissible" sites such as parks.

Similar to Markham, it has been past practice for the Vaughan Department of Recreation and Culture to allow private/commercial users access to Vaughan facilities for the purposes of commercial photography on a limited basis and only for "permissible" sites such as parks and community centres. Frequently, however, staff receive requests for permits for commercial photography, and in particular wedding photos, for non-permissible sites such as the Kleinburg Scout House and Railway Station.

This report expands the locations allowed for such permits, provides staff with the authority to control volume and compliance, ensures City premises and operations are protected and the normal use and enjoyment of residents is not unacceptably disrupted. Recognizing the popularity of these sites by photographers, having a formal process in place with predetermined conditions of use, the City of Vaughan can control the volume of traffic and recoup some of the added costs to maintain the sites.

Financial Impact:

Based on the number of queries the Department of Recreation and Culture has received regarding wedding photo permits, the fact that over 600 wedding licenses were issued by the Clerk's Department in 2005 the timing of the launch and promotion of the new system, it is anticipated that approximately 60 photography permits will be processed in 2006. Recognizing there will be start up costs to launch the program the following summarizes the anticipated financial impact in 2006:

Revenues:

60 permits @ \$84.11 each will yield approximately \$5,046 in revenues.

Expenses:

To control and manage issues that may evolve with the new system, particularly at the Kleinburg Scout House and Railway, a site that will be predictably popular, staff will be scheduled on Saturdays from 12 – 6pm and reviewed on an annual basis. The cost for May through August will be approximately \$2,000. Additionally there will be start up costs for promotions and signage that will total approximately \$1,000 for a total of \$3,000 in expenses.

Net:

The net surplus revenue in 2006 will be approximately \$2,046. As directed by Council, the net generated funds will be applied towards maintenance and improvements of the highly utilized locations.

City of Vaughan, Recreation and Culture's Commercial Photography System:

The City of Vaughan, Recreation and Culture system will utilize many of the terms and conditions applied by surrounding municipalities including the process, dates of operation, fees and the guidelines to ensure conflicts are avoided and the use is safe and enjoyable.

The complete City of Vaughan, Department of Recreation and Culture's Commercial Photography System is found on Attachment 2. Extracts are highlighted below:

PROCESS:

- Permits are issued once the location has been determined to be feasible and not disruptive to the public's enjoyment of such facility. For example, the Kleinburg Scout House and Railway Station, the Thoreau MacDonald House, the Vellore Hall, School and Heritage Square, most heritage buildings, many parks and the Japanese Garden at City Hall to name a few.
- Users are given the emergency dispatch number to contact should a conflict arise and advised to bring permit on site.
- Sites designated suitable will be adequately signed to advise that permits are required to control conflicts. Staff may be scheduled during peak times and locations to respond as needed.
- Enforcement Services, Parks and/or Building and Facilities staff receive pertinent permit details to monitor compliance.

HOURS AND DATES OF OPERATION:

- Permits are issued year round provided access to the requested facility is unrestricted and remains open year-round.

FEES:

- Permits are issued for one hour and the following rates apply:
 - \$84.11 for Prime Time (Fridays through Sundays and Holidays)
 - \$60.75 for remaining times.

TERMS:

- In addition to the terms and conditions listed herein, the applicant shall abide by all Recreation and Culture Rental Contract Conditions & Regulations found on the back of the permit and those outlined in the By-law.
- Users are advised that the site must be kept clean and that all private vehicles parking must be within designated areas.

CONDITIONS OF USE:

- All vehicles are to be parked in designated areas only.
- All photography must be conducted without disruption to site operations or limitations to accessibility of stairwells, entrances/exits, high traffic areas and other locations of interest to other guests.
- The photo session must not interfere with other visitors' enjoyment of the parks, heritage and public sites.
- To ensure the preservation of City of Vaughan photography sites, use of the following items are not permitted:
 - confetti, rice, or glitter
 - any other items that the City deems a hazard to the preservation of City of Vaughan photography sites or visitors.

Promotions:

The promotional material that will be used to convey the opportunity to private photographers and private residents are also provided below for Council's information:

- Immediate: Promotional Postcards, Attachment 3, will be mailed to local photographers and made available to the Clerks Department to distribute when issuing wedding licenses; press release will be issued announcing the opportunity; postcards will placed on the web;
- Future: Notice in the Department of Recreation and Culture's Recreation and Parks Guides will be added and a promotional DVD with photos etc will be placed on the web.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

As identified in the Vaughan Vision 2007, it is a strategic priority to promote economic development, expand revenue sources and to pursue innovation. The approval and implementation of the Recreation and Culture Commercial Photography System will effectively complement these strategies.

Conclusion

The Recreation and Culture Commercial Photography System and the Three Year Fee Schedule will provide staff with an organized structure within which to plan and govern this premium service.

Overall, the system will provide expanded permitting opportunities within a predetermined and well-managed system that will ensure the public is not unduly impacted upon while increasing revenues for the use of city facilities.

Attachments

1. Recreation and Culture Photography System: Survey of Area Municipalities
2. City of Vaughan, Department of Recreation and Culture's Commercial Photography System
3. Commercial Photography System's Promotional Postcard

Report Prepared By

Diane LaPointe-Kay, Director, Recreation and Culture, ext 8117
Mary Reali, Administrative and Planning Manager, ext 8234

Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services

Recreation and Culture Photography System: Survey of Area Municipalities

| Municipality | System in Place? (Y/N) | Terms & Conditions | Booking Process | Seasonal Dates | Fees / Locations | Additional Notes |
|--------------|------------------------|---|--------------------------|--|---|---|
| Vaughan | Proposed | Available 7 days a week including holidays. No refunds. Full payment required at time of booking. | Central Facility Booking | Year-round where access is unrestricted. | \$84.11 + GST Friday, Saturday, Sunday & Holidays \$60.75 + GST Monday to Thursday (excluding Holidays) | <ul style="list-style-type: none"> Classifies as Premium Service category. Signage on site and staff where needed. Parks staff on-call May-Sept to deal with conflicts. Customers to bring contract to site. 1 hour minimum booking. Booked in 1 hour increments only. No confetti or rice permitted. Private vehicle parking in designated areas only. <p>complete conditions listed on Attachment 2</p> |
| Mississauga | Y | Friday through Sunday only. No refunds, except when there is inclement weather (\$35 refund). Full payment required at time of booking. | Central Facility Booking | Mid April to Mid October | \$85 per hour | <ul style="list-style-type: none"> Fee increasing to \$87 Sept. 1, 2006. Time slots booked back to back only in 1 hour increments (1 hour minimum booking). Non-residents not permitted to book Parks or Wedding Photography sites. Adamson Estate has 3 booking per time slot. All other sites have 1 booking per time slot. Unlimited number of guests, Adamson Estate: 4 cars or 2 limos or 1 bus, no restrictions at other parks, paid parking at a few parks on Lakeshore. Adamson Estate gated with security. All other sites have on-call Parks Supervisor, and spot checks. |
| Markham | N | | | | | <ul style="list-style-type: none"> Open access, permits granted for approved sites only. |
| Toronto | Y | Days of operation vary from site to site. 3 weeks or less – no refund. 3 weeks or more – full refund minus \$25 admin fee. Full payment required at time of booking. | Central Facility Booking | Mid April to October | \$20 - \$100 per hour depending on site Non-residents pay an additional \$10 per hour Edwards Garden - \$50 per hour Centennial Gardens \$100 per hour | <ul style="list-style-type: none"> All parks permitted at request of resident. 1 hour minimum booking, some sites 2 hours Range of prices due to pre-existing fee structure prior to amalgamation. Building staff at every major site to monitor compliance. Customers to bring contract to site. Annual Revenue: <ol style="list-style-type: none"> James Gardens - \$59,000 Edwards Gardens - \$52,000 Rosetta McLain Gardens - \$17,000 |

| Municipality | System in Place? (Y/N) | Terms & Conditions | Booking Process | Seasonal Dates | Fees / Locations | Additional Notes |
|-----------------------|------------------------|---|---|---------------------|--|---|
| | | | | | | <p>4. Allan Gardens - \$15,000</p> <ul style="list-style-type: none"> It appears there may be signage at some sites |
| Richmond Hill | Y | <p>Will permit any day of the week, but permit is suggested only and not required.</p> <p>No refunds.</p> | Central Facility Booking | April to October | <p>\$25 plus GST per hour</p> <p>Non-residents pay \$37.50 plus GST per hour</p> | <ul style="list-style-type: none"> Permit suggested, not required. Parks staff on-call to deal with conflicts or disputes (provided with copy of contract). Customers to bring contract to site. |
| Brampton | Y | <p>Available 7 days a week.</p> <p>20% non-refundable deposit required at time of booking, balance due 30 days prior to date.</p> <p>30 days notice – full refund minus 20%.</p> <p>No refunds for inclement weather.</p> | <p>Various contacts depending on site required.</p> <p>Moving towards Central Facility Booking later this year.</p> | Year-round | <p>Parks (e.g. Gage): \$51.54 + tax per hour</p> <p>Non-residents pay \$64.39 + tax per hour</p> <p>Greenhouse: \$104 per hour</p> <p>Non-residents pay \$129 per hour</p> | <ul style="list-style-type: none"> Signage on-site. Staff on-site to monitor compliance. Moving towards Central Facility Booking later this year. Customers to bring contract to site. |
| Hamilton | Y | <p>Available 7 days a week.</p> <p>No refunds.</p> <p>Full payment required at time of booking.</p> | Central Facility Booking | April to October | \$56.25 no time limit | <ul style="list-style-type: none"> Parking available on street. Staff on-call, spot monitoring. Customers to bring contract to site. |
| University of Toronto | Y | <p>Available weekends and holidays.</p> <p>No refunds.</p> <p>Full payment required at time of booking.</p> | Centrally on-campus | Year-round outdoors | <p>\$120 per hour</p> <p>(50% discount for staff & students)</p> | <ul style="list-style-type: none"> 1 hour minimum booking. Monitored by campus security. Unlimited number of guests, paid parking. Customers to bring contract to site. |

City of Vaughan, Recreation and Culture's Commercial Photography System

PROCESS:

- Bookings are accepted on a first-come first-served basis. A permit will reserve a 1 hour block of time unless otherwise specified, which includes arrival, photographs and departure from the photography site. At popular sites a 1/2 hour buffer will be scheduled. To reserve photography sites, callers contact Recreation and Culture's Client Services Division, and in particular the Facility Booking Staff, at 905-832-8500.
- Permits are issued once the location has been determined to be feasible and not disruptive to the public's enjoyment of such facility. For example, the Kleinburg Scout House and Railway, the Thoreau MacDonald House, the Vellore School, Hall and Heritage Square, most heritage buildings, many parks and the Japanese Garden at City Hall to name a few.
- Once terms and conditions are agreed upon a contract is issued which must be carried while conducting activities at the photography site on the day of the booking.
- The permit becomes valid once signed by the applicant, fees are paid in full and supplementary requirements and conditions are met. Credit card numbers are required for payment for possible damages. Users are given the emergency dispatch number to contact should a conflict arise and advised to bring permit on site.
- Sites designated suitable will be adequately signed to advise that permits are required to control conflicts. Staff may be scheduled during peak times and locations to respond as needed.
- Enforcement Services, Parks and/or Building and Facilities staff receive pertinent permit details to monitor compliance.
- The City of Vaughan reserves the right to refuse any application that is not in the best interest of the City or revoke permission without notice if terms and conditions of the permit are violated.

HOURS AND DATES OF OPERATION:

- Photography will not be done outside of normal operation hours without prior approval by the Department of Recreation and Culture.
- Permits are issued year-round provided access to the requested facility is unrestricted and remains open year-round.

FEES:

- The following fees apply to Wedding, Family, and Group photographs:
 - \$84.11 + GST (\$90.00) Friday, Saturday, Sunday & Holidays
 - \$60.75 + GST (\$65.00) Monday to Thursday (excluding Holidays)
- The permit fee must be paid in its entirety upon time of booking.
- The permit fee is non-refundable.

- The photography fee reserves the non-exclusive use of all public sites for one hour of photography and exclusive use where the site has restricted access.
- Catalogue shoots, commercials, professional videos and the like must be approved by both the City Clerks and Recreation and Culture departments. Additional fees are charged for Commercial Photography/Filming. General guidelines apply.

TERMS:

- In addition to the terms and conditions listed herein, the applicant shall abide by all Recreation and Culture Rental Contract Conditions & Regulations found on the back of the permit.
- The City of Vaughan provides a non-exclusive reservation of the photography site only. Because some photography sites are open to the public every day, special arrangements cannot be made to quarantine an area from normal visitor traffic. Restricted sites offer the benefit of exclusive use.
- City of Vaughan events are continuously updated. Any City of Vaughan event will supersede and take priority over photo sessions.

CONDITIONS OF USE:

- All vehicles are to be parked in designated areas only.
- All photography must be conducted without disruption to site operations or limitations to accessibility of stairwells, entrances/exits, high traffic areas and other locations of interest to other guests.
- An emergency contact phone number is provided to all permit holders should a conflict arise and staff be needed to assist with conflict resolution.
- The photo session must not interfere with other visitors' enjoyment of the parks, heritage and public sites.
- To ensure the preservation of City of Vaughan photography sites, use of the following items are not permitted:
 1. fog machines
 2. confetti, rice, or glitter
 3. sparklers, fireworks, and pyrotechnics
 4. any other items that the City deems a hazard to the preservation of City of Vaughan photography sites or visitors.
- To ensure the safety of all visitors, use of the following items is not permitted:
 1. additional lighting or equipment set-up that involves more than a camera tripod
 2. electrical needs involving cables
 3. outlets or generators
 4. backdrops or set pieces
 5. canopies or tents
 6. any other items that the City deems a hazard to the safety of photography sites and visitors.
- The applicant is responsible for the conduct and supervision of all persons in their party. The applicant shall pay for the repair of all damages which have been caused to City of Vaughan property as a result of use by the applicant or his/her party. This includes, but is not limited to, any and all damages to any plant material, building, structure, equipment or other property of the

City of Vaughan. Disturbing any gardens, standing on rocks or displays, blocking paths, or climbing garden or fountain walls is prohibited.

- The use (or presence) of alcoholic beverages or intoxicating substances is prohibited. Section 31, sub-section 2, of the Liquor Licence Act of Ontario reads: "No person shall have or consume liquor (alcohol) in any place other than a residence, or premises in respect of which a licence or permit is issued".
- It is the responsibility of the applicant or group to ensure that the grounds are left clean for others.

MEMORABLE SETTINGS...



KLEINBURG SCOUT HOUSE & RAILWAY STATION
(KLEINBURG)



VELLORE SCHOOL & TOWN HALL
(WOODBRIDGE)



THOREAU
MACDONALD HOUSE
(THORNHILL)

RECREATION & CULTURE • 2141 MAJOR MACKENZIE DR. • VAUGHAN, ON • L6A 1T1 • 905-832-8500

VAUGHAN HERITAGE SITES:

Our charming heritage sites provide the perfect backdrops for special occasion photography. These outdoor settings, with historic features, are ideal locations to shoot wedding, engagement and family portraits, as well as commercial photographs.

Built in 1907, the rustic Kleinburg Scout House & Railway Station is nestled in the picturesque and historic village of Kleinburg. The Vellore School & Town Hall in Woodbridge offers a Victorian-inspired gazebo enclosed by a natural setting. Tucked in the Thornhill Conservation District, the quaint Thoreau MacDonald House is a 19th century Gothic Revival house with restored gardens.

Rental permits are issued and provide exclusive access to these unique venues in Vaughan. Hourly rates range from \$65 to \$90. Rentals are available year-round, weekdays, weekends and holidays.

OTHER AVAILABLE LOCATIONS:

The City of Vaughan also permits out many scenic parks, and indoor facilities such as community centres, arenas, and pools.

Contact us to get more information, obtain a permit, and reserve your location, day and time.



The City Above Toronto

Recreation & Culture
2141 Major Mackenzie Dr.
Vaughan, On L6A 1T1

(T) 905-832-8500
(F) 905-832-8550
(E) rec@vaughan.ca

www.vaughan.ca

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here.

ABC Photography
123 Photo Street
Vaughan, ON Postal Code

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