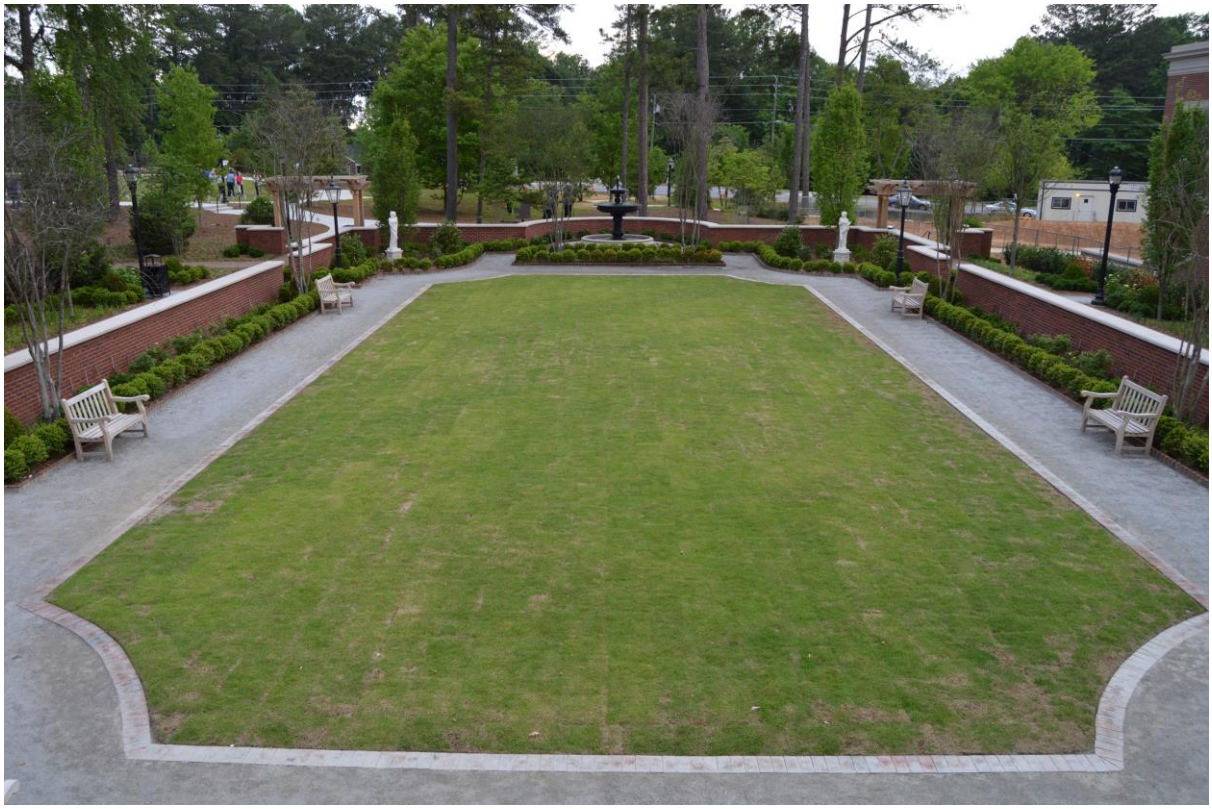
City of Alpharetta
The Formal Garden

Facility Use Guidelines & Application

Established/Approved June 15, 2015 – Alpharetta City Council
Updated May 12, 2021



Welcome!

The City of Alpharetta has space available for outdoor events at the City's Formal Garden, located at 2 Park Plaza, Alpharetta, GA, just east of City Hall. The Formal Garden is a pleasant venue for intimate gatherings. To view space and discuss your needs, contact the Alpharetta Recreation, Parks and Cultural Services Department at 678-297-6048 or braymond@alpharetta.ga.us.

Guiding Principles

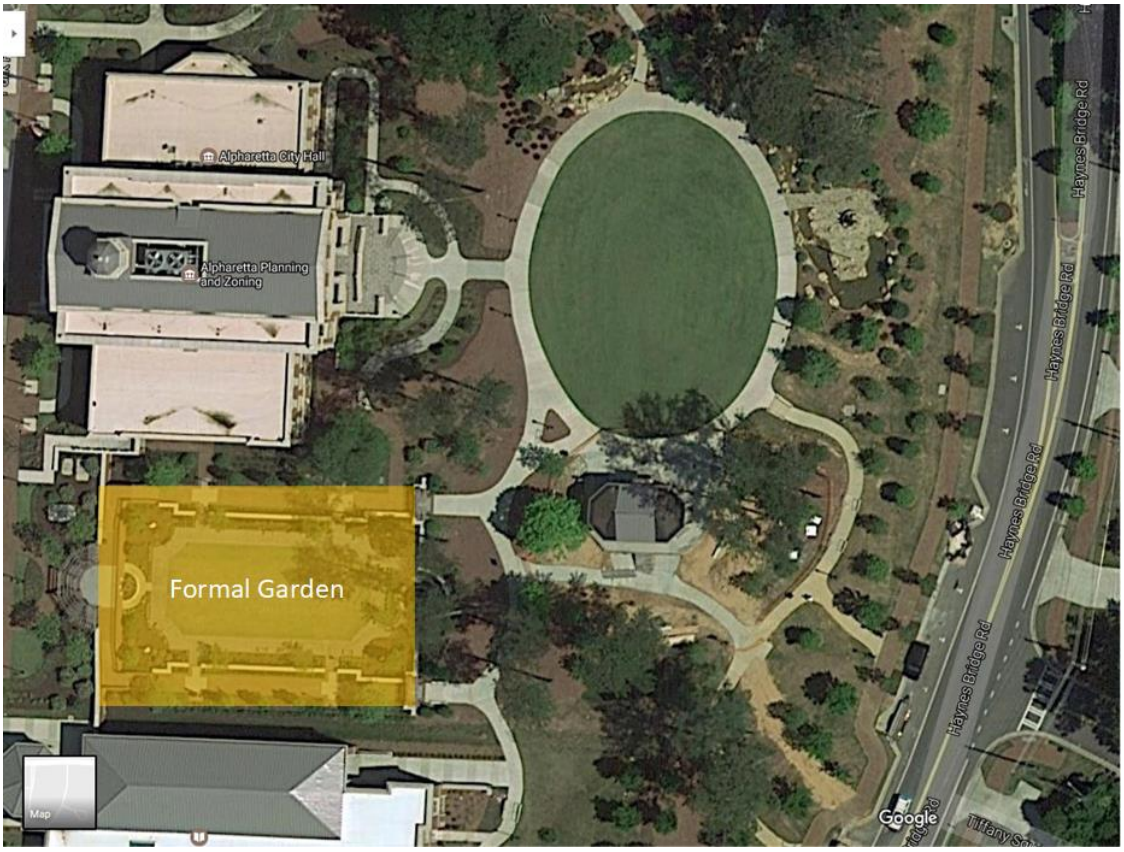
Use of the Formal Garden is guided by fundamental principles. This facility is available for events that:

- **Foster strong sense of community including safety and security**
- **Offer the highest quality environment for our residents and businesses**
- **Provide a business climate that attracts the top echelon companies**

Approved Users & User Priority

The Formal Garden is an important resource for the City as well as for the community. Activities that assist the City in carrying out its business are our top priority.

The Formal Garden is the only portion of this park which is available to reserve for private events.



- Facilities may not be reserved more than ninety (90) days in advance. This allows more equal access to the Formal Garden for all users and gives the City the opportunity and flexibility to accommodate City of Alpharetta needs as they present themselves.

- Indoor facilities are designed for meeting space and are not available for rent in conjunction with the Formal Garden.

- Other outdoor areas of the park, including the grassy area and bandstand are not available to rent and are open to the general public unless scheduled for City-sponsored events. Only the Formal Garden is available to reserve for private events. Please refer to the map on page 3.

Events

We consider "events" to be activities that require significant coordination beyond just reserving space and that have broader impacts to our facilities and staff. Events also include any of the following:

- Space re-configuration (space will not be used "as is")
- Entertainment
- Media coverage
- Use of audio/visual or other special equipment
- Deliveries to City Hall (including rented equipment)
- Activities that impact the use of adjacent space
- Additional custodial and/or security service

The number of guests permitted for private events in the Formal Garden is seventy-five (75) or less.

Fees

The Formal Garden is open to the public unless closed for a scheduled activity or maintenance. There are no fees for public use of the area. Fees apply when the Formal Garden is reserved for a private event. All fees for private rental of the Formal Garden must be paid with a credit card at City Hall.

1. Deposit
   The security deposit is $100. Security deposits must be paid within five (5) business days after notification of approval of the application. Security deposits are refundable provided the following conditions are met:
   A. The space was left in a clean and orderly manner.
   B. The space was left in its standard configuration.
   C. Use of the facility did not exceed the scheduled time.
   D. Additional City staff time was not required as a result of your use of the facility.
   E. All rules governing alcohol and tobacco use were met.
   F. All rules and procedures governing City of Alpharetta facility use were met.
   G. The number of guests did not exceed the maximum allowed.
   H. You notify the City at least fourteen (14) calendar days prior to the event that you are canceling the event.

   If the Formal Garden is not properly cleaned after the event, the City will invoice the renter at full cost recovery rates, plus overhead, for cleanup and any possible repair to facilities, above and beyond the deposit.

2. Rental Fees
   The rental fee is $250 (2 hours) or $500 (4 hours). Fees are not pro-rated. Fees are due fourteen (14) calendar

days in advance of the event. If your deposit is not received 14 days prior to the event, you will lose your deposit and reservation. Non-profit discounts are not available for Formal Garden rentals.

3. Food & Beverage Fees
   Food and beverage service is not allowed in the Formal Garden.

4. Other
   In some circumstances, due to the nature of the event or its timing, we may impose a fee to pay for onsite security. When a security fee applies, the fee is due fourteen (14) days ahead of the event.

Space Setups & Takedowns

The Formal Garden is set in a standard configuration. The City of Alpharetta will not be liable for any personal injuries, damage to personal property, or damage to the Formal Garden resulting from your activities and will hold you responsible for associated damages.

Maximum Occupancy

The maximum number of guests permitted in the Formal Garden for a private event is seventy five (75). Exceeding the established occupancy for the Formal Garden puts your event at risk of being terminated.

Deliveries & Storage

You must arrange for deliveries to occur during your reservation period and you must be on-site to receive them. Our staff is not authorized to receive and sign for your deliveries and due to space and security concerns, they cannot store items. If you plan to have items delivered, discuss the details with City staff at least fourteen (14) days prior to your event. Consult with us regarding designated delivery and access considerations.

Rented Equipment

We must be notified in advance if you intend to bring equipment into the Formal Garden. If a rental company will be providing and delivering furnishings and/or equipment, we require they provide a certificate of insurance naming the City of Alpharetta as an additional insured with $500,000 minimum General Liability Coverage. The certificate must be submitted to us a minimum of fourteen (14) days prior to the event.

Parking

Limited parking is available on-site in our visitor parking garage on a first come, first serve basis and availability is not guaranteed. Your reservation does not include guaranteed or reserved parking. Parking is free in the City garage.

Food & Beverages

Food and beverage service is not allowed in the Formal Garden.

Lighting

There is limited lighting around City Hall and Formal Garden. Temporary lighting structures are not permitted in the Formal Garden. Please note there is no power source within the Formal Garden.

Decorations/Extra Amenities

You may bring free standing decorations into the Formal Garden and are responsible for removing them at the conclusion of your event. Tents must have proper weights suited to the size of the tent for each leg. For example, 10’ x 10’ tents are secured with a 40 lbs. weight on each tent leg. To prevent damage to underground systems, tents

may not be secured with stakes – no exceptions. No decorations, signs, etc., may be affixed to structures or landscape. The following items are not permitted for private events:

- Carnival-type items (inflatables, dunk tank, pony rides, petting zoo, balloon artists, face-painting, clowns, fog machine, etc.)
- Latex and mylar balloons, paper confetti, glitter decorations/products, etc.
- Charcoal grills and commercial grills
- Tent size may not exceed 10' x 10' unless pre-approved by City staff.

Signage

We do not allow you to bring or post signage in our facilities. You are allowed up to two (2) small directional signs (18" x 24" maximum size) in close proximity of City Hall on the day of the event only. Wire stakes are permitted; wooden stakes are not permitted. These signs must be removed at the end of the event. Signs cannot be placed along roads. The Unified Development Code prohibits signs in the right-of-way, street corners, sidewalks, medians, utility poles, etc.

Insurance

A Certificate of Liability Insurance ($1,000,000 minimum) must be provided upon request. The City of Alpharetta, 2 Park Plaza, Alpharetta, GA 30009, should be listed as an additional insured and the policy must include a "hold harmless clause" to protect the City. COI can be purchased for a one-day event from a specialty carrier (i.e. K & K) for a reasonable amount. COI should be emailed to cthurber@alpharetta.ga.us from the carrier, and must arrive before application approval is finalized.

Flammable Materials

The use of flammable materials is regulated by the City of Alpharetta's Department of Public Safety. Fireworks are not permitted at the Formal Garden.

Smoking

Per City Ordinance, the use of tobacco and all tobacco products is strictly prohibited on City of Alpharetta property.

Alcohol

Serving alcohol during a private event in the Formal Garden is prohibited.

Ordinance Amendment # 742 allows for alcohol to be sold and consumed in City Parks located within the Downtown District under special circumstances. Alcohol consumption in the parks is limited to City sponsored or partnered events where a licensed vendor has obtained a special event temporary permit to sell alcohol. Alcohol consumption is limited to beer and wine only. Refer to the ordinance for more detailed information.

Animals

Pets must be on a leash.

Selling Items

There shall be no solicitation activities being engaged in within City parks. This shall include any person, corporation, partnership, association, joint-stock company, trust, or unincorporated organization which engages in the practice of A) Selling or taking orders for or offering to sell or take orders for goods, merchandise, wares, or other items of value for further delivery, or services to be performed in the future, for commercial purposes; or B) Requesting contributions of funds, property, or anything of value, or the pledge of any type of future donation, or selling or offering for sale any type of property, including but not limited to goods, tickets, books, and pamphlets, for political, charitable, religion, or other

non-commercial purposes. Any and all requests for exception to the City Code must be submitted in writing along with the rental application. The City shall have the authority in its sole discretion to approve and disapprove requests for exceptions to the City Code.

You may not use the park for commercial uses. Commercial uses are defined as those activities designed to provide financial or promotional gain for an individual, group, or business.

City Codes & Ordinances

All relative City of Alpharetta Codes & Ordinances are in effect and enforced at all City of Alpharetta facilities. There are regulations governing sound and noise levels, animals, parking, vehicle access, etc. All events must adhere to the City's Noise Ordinance (O.C.G.A. Sections 13-20 through 13 – 25). Music/PA system/amplified devices, DJ, etc., must be pre-approved by the City. Additional rental fees may apply.

The City of Alpharetta reserves the right to terminate your event if City staff, in good faith, perceive that you or your guests post a risk to the safety of persons or property on the premises, that you are not complying with our facility use guidelines, or that you or your guests are violating local, state or federal laws. Upon verbal notice from City staff, security, or the police that your event is being terminated, you and your guests must leave the premises immediately, and you will not receive a refund of your rental fee and may be denied future use of the facility.

Miscellaneous

- You must be at least twenty-one (21) years of age or older to rent a City of Alpharetta facility.
- You must have at least two adults (21 years or age or older) per twenty (20) youth on-site to chaperone youth-based activities.
- Unauthorized vehicles are not allowed on grassed areas and trails for any reason.
- All trash in and around the facilities (produced by the event) must be disposed of in the trash receptacles pre-determined by the City staff.
- Prior to the rental event, City staff will assist with restroom maintenance. Following the event, City staff will assist with removal of trash from receptacles.

Reservations

Checking reservations and requesting a reservation for Formal Garden is simple. Contact City staff at braymond@alpharetta.ga.us. Complete the rental application (page 9 of this document) and email it to braymond@alpharetta.ga.us. Once we receive it, we will check availability and contact you within five (5) business days to review any special requests. If your request is approved, you will be allowed up to five (5) business days to pay the required deposit and submit any required documents. Your signature on the application acknowledges you have read and accept our usage terms and guidelines and that you understand you will be held accountable. The City reserves the right to cancel an approved request if the deposit and required documents are not submitted by the established deadline.

The City of Alpharetta reserves the right to cancel your event due to unforeseen circumstances that affect availability of the Formal Garden. The City will attempt to give you reasonable notice of the cancellation and will attempt to assist you in locating other event space.

About Reservations

We do not reserve space, not even temporarily, without a completed and signed rental application. We also may not be able to accommodate requests that are submitted to us without enough lead time to allow us to schedule and coordinate the activities required to complete the booking and support a successful event.

Users of our facilities who do not adhere to our usage guidelines may be prevented from reserving space in the future and may be assessed fees.

Cancellations

All reservation cancellations must be made in writing (email is acceptable) a minimum of fourteen (14) days prior to your event. If you do not cancel in advance, please note:

- You may be denied future use of the facility.
- You will not receive a refund.
- All reservations in the Formal Garden are considered "Rain or Shine", and no refund will be given for weather cancelations.

Time & Date Changes

Event time change requests are accepted in writing (email is acceptable) a minimum of fourteen (14) days prior to the event. Approval of the change is subject to facility and staffing availability. If additional fees apply, they must be paid in full at the time the change is made.

Prior to Event / Day of Event / Conclusion

For events, we require that you meet with City staff prior to your event date. At that time, you will receive a facility orientation and answers to all of your event-related questions. City staff will contact you to arrange a meeting. For reference, City staff can be contacted at cthurber@alpharetta.ga.us.

On the day of your event, the facility will be available to you at the time specified on your rental application. We require that you not arrive to or enter the facility until your designated reservation time and that you depart when scheduled.

At the conclusion of your event, you are required to remove your belongings and materials and leave the facility clean and intact.

If additional cleaning and/or City staff time is required as the result of your use of the facility, you will be charged at the prevailing hourly rate and may be denied future use of the facility.

Rental Application

You must complete and electronically submit the rental application (page 9 of this document) to cthurber@alpharetta.ga.us.

The City of Alpharetta's Formal Garden
RENTAL APPLICATION

Organization Name (if applicable) _____

Contact Name_____

Address_____

City_____State_____Zip_____

Primary Phone:_____Secondary Phone:_____

Email_____Date of Birth_____

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Event Name_____

Event Description_____

Requested Date: 1st option_____2nd option_____3rd option_____

Requested Time (include set up and clean up): From_____To_____ # of Guests:_____

Will this event include music and/or entertainment? Yes_____ No_____

Will this event include food and/or beverages? Yes_____ No _____

Will this event include the sale of and/or consumption of alcohol? Yes_____ No_____

Will guest admission, entry fees, or participation fees be required? Yes_____ No_____

Credit Card #_____Exp Date_____Sec. Code (3 or 4 digit):_____

Liability Waiver and Release

If my rental application is approved by the City of Alpharetta, I, _____(print name), on behalf of the event and all guests, agree to all of the terms and conditions of the application. The group and all participants assume all responsibility for, and risks and hazards of, participation in the activity referenced in the application. In consideration of the City allowing my group to use the Formal Garden, I do hereby release the City of Alpharetta, the Recreation and Parks Department, the Recreation Commission, all officials, officers, supervisors, volunteers, and all other agents of the City, of any and all claims, demands, rights and cause of action of whatever kind and nature, arising from and by reason of, personal injuries, damages to property, and the consequences thereof, resulting from participation in the event described and use of the Formal Garden. I have read, understand, and agree to the terms and conditions set forth in this rental application.

Contact Signature_____Date_____

Office Use Only: Application Received By _____ Date_____

Alpharetta Resident Yes____ No____ Application Approved_____ Not Approved_____ If approved: Date and time approved_____

Certificate of Liability Insurance required? Yes_____ No_____

Deposit $_____Date Paid_____Rental Fee $_____Date_____