

# Community Services Department Request for Street Closure and Consumption of Alcohol on Tuesdays May 29 – August 28

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City Council Meeting

April 23, 2018



# Recommended Action

- (1) Approve the Community Service Department request to close Plaza Street for the Healdsburg Farmers' Market and Tuesdays in the Plaza concert series
  - Location: Between Center St. and Healdsburg Ave.
  - Dates: Tuesdays, May 29 - August 28, 2018
  - Time: 7am - 9pm; and
  
- (2) Waive Healdsburg Municipal Code provisions of Section 9.12.170(a) that prohibits consumption of alcohol on the public streets, sidewalks, and right-of-ways for Plaza Street
  - Location: Between Center St. and Healdsburg Ave.
  - Dates: Tuesdays, May 29 - August 28, 2018
  - Time: 5pm - 8pm

# Background

City Council Meeting - April 16, 2018

- City and Healdsburg Farmer's Market requested Plaza St. closure
  - Purpose: Farmers' Market and Tuesdays in the Plaza Concert Series
  - Date: Tuesdays, May 29 - August 28
  - Time: 7am - 9pm
- Plaza St. Merchants Feedback: "Street closure would adversely affect businesses"
- Staff met with business owners to discuss the proposal



# Original Proposal

Full Plaza St. closure between Healdsburg Ave. and Center St. 7am – 9pm

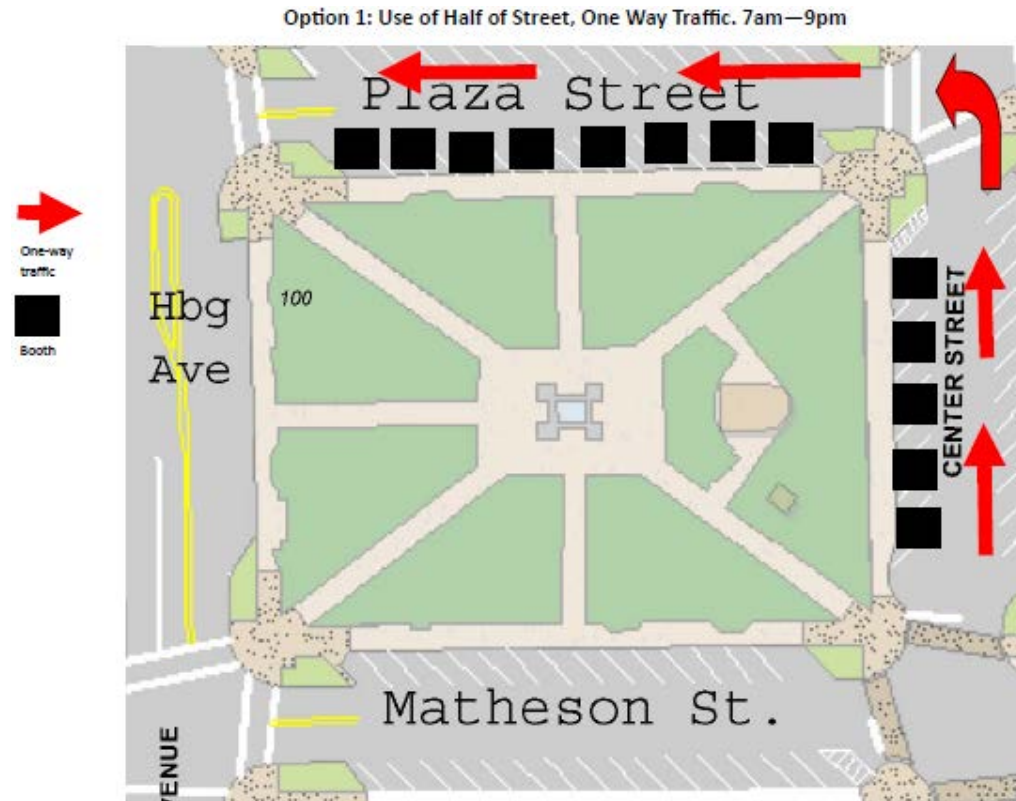
- Market and concert setup in center of road, walking areas on both sides
- No vehicular traffic throughout the day
- Bike valet + other activities TBD
- Opposed by Plaza St. business owners



# Alternative A Proposal

One way street closures on Plaza and Center 7am – 9pm

- Supported by Plaza Street business owners
- Reduces business impact
- Half the street used for market then converted to concert use
- Bike valet, concert staging + other activities TBD on Center Street



# Alternative A Proposal- Continued...

- Plaza Street open to one-way vehicular traffic throughout the day for business, parking and delivery
- Does Not Allow
  - Additional activities
  - Pedestrian-only zone
  - Overflow seating
- Consumption of Alcohol- Attendees to move between the concert and the vendors without violating municipal code

# Other options studied

Full Plaza St. Closure 3pm - 9pm

- Not a viable option for Market

Center Street – East Street Plaza  
Street Closure 7am-2pm (black) &  
Plaza Street concert vendor area  
2pm-9pm (green)

- Logistical challenges of weekly multiple street closures
- Would limit number of vendors for Market



# Municipal Code provisions of Section 9.12.170(a)

- Prohibits consumption of alcohol on public streets, sidewalks, and right-of-ways
- Waive- Allows attendees to move between the concert and the vendors without violating municipal code
- Plaza Street alcohol consumption denial- Additional enforcement options may be required to ensure alcohol consumption remains within the Plaza



# Recommended Action

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  - Location: Between Center St. and Healdsburg Ave.
  - Dates: Tuesdays, May 29 - August 28, 2018
  - Time: 7pm - 9pm; and
  
- (2) Waive Healdsburg Municipal Code provisions of Section 9.12.170(a) that prohibits consumption of alcohol on the public streets, sidewalks, and right-of-ways for Plaza Street
  - Location: Between Center St. and Healdsburg Ave.
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Questions?

## Recommended Action – Alternate A

By motion:

- (1) Authorize one way street closure of: (a) Plaza Street between Healdsburg Avenue and Center Street and (b) Center Street between Plaza and Matheson Street; between 7 am – 9 pm for the Healdsburg Farmers' Market and Tuesdays in the Plaza concert series Tuesdays, May 29 - August 28, 2018
  
- (2) Waive Healdsburg Municipal Code provisions of Section 9.12.170(a) that prohibits consumption of alcohol on the public streets, sidewalks, and right-of-ways for the Eastbound lane of Plaza Street and Southbound lane of Center Street ; Tuesdays, May 29 - August 28, 2018; 5 pm – 8 pm