

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

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

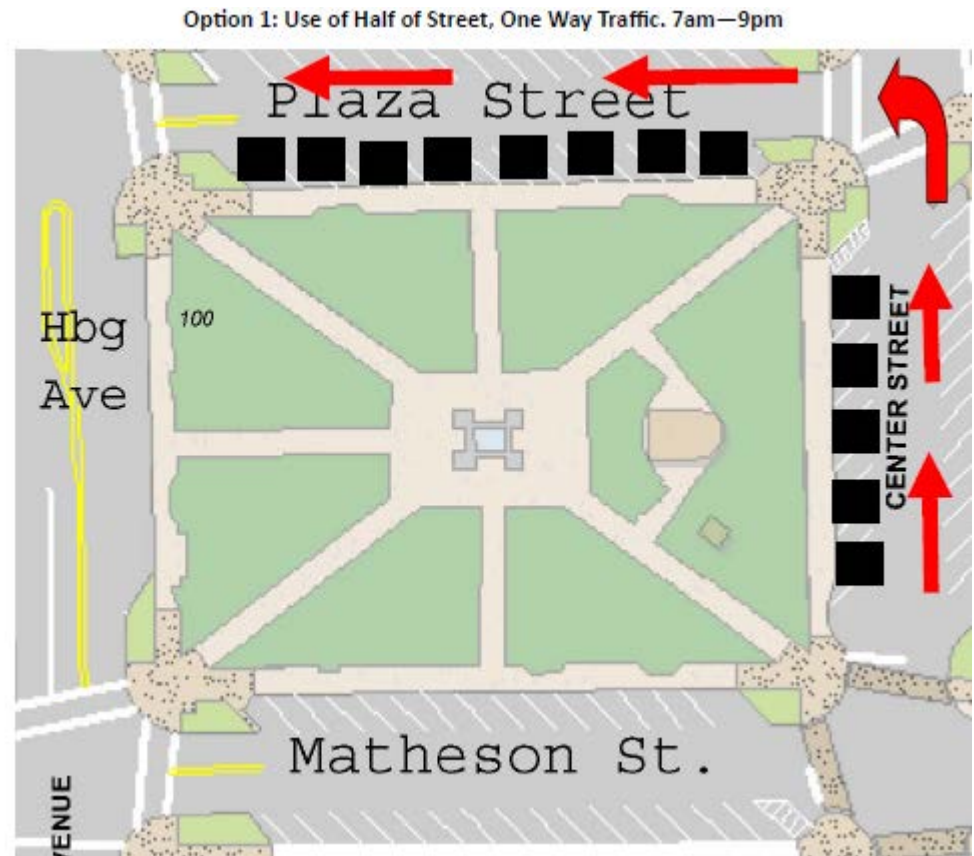
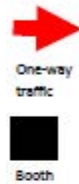
- Full Plaza St. closure between Healdsburg Ave. and Center St.
7am – 9pm
- Market and concert setup in center of road, walking areas on both sides
- No vehicular traffic throughout the day
- Opposed by Plaza St. business owners



Alternative A Proposal

Best Feasible Option for the Farmers Market

- Supported by Plaza Street business owners
- Reduces business impact
- Close Plaza St. Eastbound lane and Center St. Southbound lane 7am – 9pm
- Half the street used for market then converted to concert use



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
- Farmer's Market input pending
- Consumption of Alcohol- Attendees to move between the concert and the vendors without violating municipal code

Non-Feasible Option

Not a Viable Option
for the Farmers Market

- Full Plaza St. Closure
3pm - 9pm
- Street Closure-
Healdsburg Ave to
Center St.
- Co-locate concerts and
Farmer's Market on
Plaza St. in conjunction
with concert activities

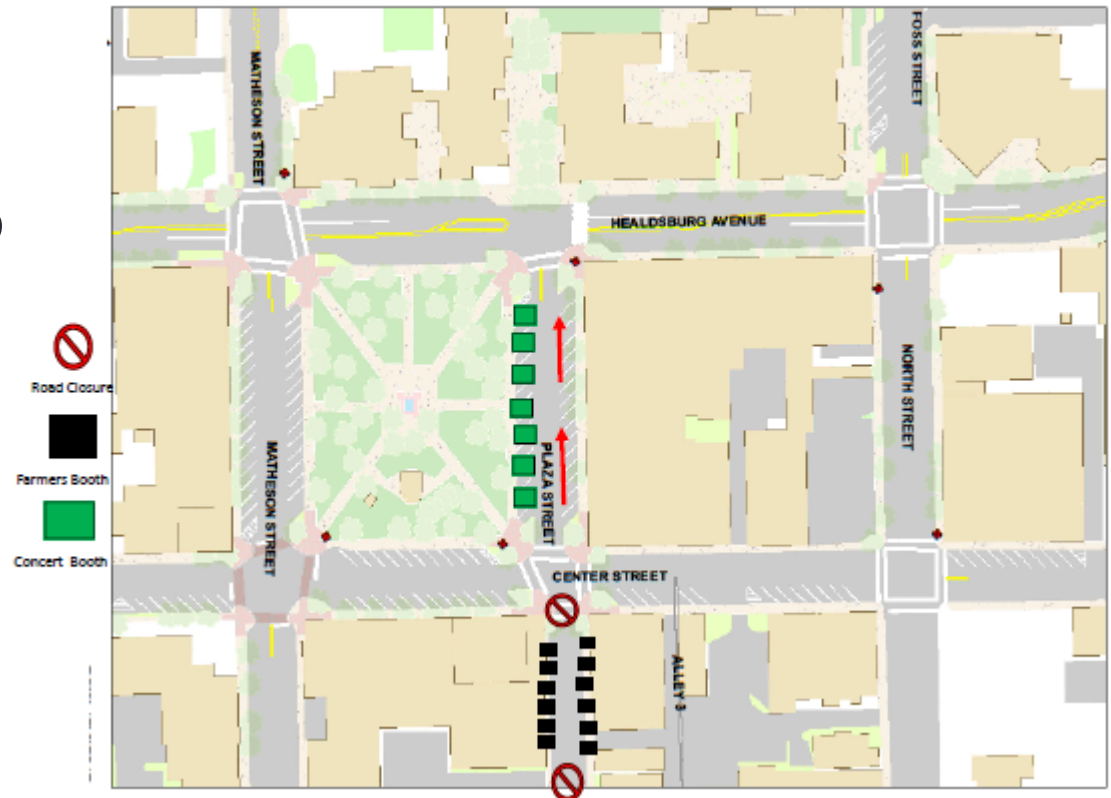


Non-Feasible Option

Not a Viable Option for the Farmers Market

- Full Plaza St. Closure 7am – 2pm
- Between Center St. to East Street
- Parking stalls will be used along Plaza for concert activities

Option 3: Full Closure Plaza Street (East) 7am—2pm; Use of Parking Stalls Plaza Street (West) 3pm -9pm



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

- (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: 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.
 - Dates: Tuesdays, May 29 - August 28, 2018
 - Time: 5pm - 8pm

Questions?