

**CITY OF SEBASTOPOL
CITY COUNCIL
STAFF REPORT**

Meeting Date: February 2, 2016
To: Honorable Mayor and City Councilmembers
From: City Manager Larry McLaughlin
City Clerk Mary Gourley
Subject: Approval of request authorizing the closure of Main Street and Suspending Section 20L of Ordinance NO. 696 during the 2016 Apple Blossom Festival (70th Apple Blossom Festival, April 16 & 17, 2016)
Recommendation : That the City Council Approve the Resolution
Funding: Currently Budgeted: _____ Yes _____ No XX N/A
Net General Fund Cost:
Amount: \$

INTRODUCTION: This item is to request that the City Council Approve the request authorizing the closure of Main Street and Suspending Section 20L of Ordinance NO. 696 during the 2016 Apple Blossom Festival (70th Apple Blossom Festival, April 16 & 17, 2016)

BACKGROUND:
The Sebastopol Area Chamber of Commerce will be conducting the 70th Annual Apple Blossom Parade and Festival on April 16 & 17, 2016.

DISCUSSION:
The Sebastopol Area Chamber of Commerce has requested permission for the use of the High Street parking lot and Ives Park for the 2016 Apple Blossom Festival from Friday, April 15th through Monday April 18, 2016, along with permission to close Main Street to hold the parade on Saturday, April 16, 2016.

The Chamber of Commerce has also requested that the City adopt the attached resolution temporarily suspending street peddlers and vendors licenses during the Apple Blossom Festival. The City has done this in the past in order to avoid conflicts between the vendors who obtain vending sites from the Chamber in the Festival grounds and those who seek to take a business advantage of the crowds drawn to the festival without supporting the event through the Chamber. This year, the Chamber of Commerce is requesting that this include the Jewell Island area.

The Chamber of Commerce has requested a waiver of fees for the Special Event Permit Application for Ives Park and the High Street Parking Lot. The estimated cost for the Special Event Permit fee is \$475.00 for use of both City facilities as well as a \$500.00 refundable deposit for any damage that may be caused to City Facilities during this event. The permit process involves submittal of application, routing to the City Departments to obtain any issues or conditions of approval for a permit, working with vendors to obtain business licenses, as well as working with the applicant to obtain the required insurance. The cost of the permit is to cover the staff time for processing of the permit as well as the actual use of the facilities. City Staff is not recommending waiver of fees for the Special Event Permit Application.

The Chamber of Commerce will be required to contact the Sebastopol Little League to negotiate use of the ball field. The Chamber is requesting that no one be allowed to use the field during the Apple Blossom weekend. They are also asking that only the Chamber be allowed to put signage on the ballfield fencing/entrance during the weekend directing the public to the festival layout and also asking that the Little League monitor their own area for people who may attempt to come into the festival by means other than the gates.

RECOMMENDATION:

Staff recommends that the City Council Approve the request authorizing the closure of Main Street and Suspending Section 20L of Ordinance NO. 696 during the 2016 Apple Blossom Festival (70th Apple Blossom Festival, April 16 & 17, 2016)

Attachment:

Resolution

Letter from Sebastopol Area Chamber of Commerce



SEBASTOPOL
Chamber of Commerce
& Visitor Center

Local Flavor. Global Vision.

January 20, 2016

Larry McLaughlin
City Manager
P.O. Box 1776
Sebastopol CA 95473

Re: 70th Apple Blossom Festival, April 16 & 17, 2016

Dear Mr. McLaughlin,

The Sebastopol Chamber of Commerce and Visitors Center does hereby request permission for the following items regarding the 70th Apple Blossom Festival.

1. Use of the High Street parking lot and Ives Park for the Apple Blossom Festival on the following dates: Friday, April 15 through Monday, April 18, 2016
2. Use of the City parking lot behind the Chamber building on **Saturday, April 16, 2016** per our application.
3. Permission to hold the parade on Saturday, April 16, 2016 on Main Street from 10 a.m. to 1 p.m. We will file the appropriate encroachment papers with Cal Trans through the Police Department
4. Reinstatement of resolution #4520 regarding street vendors around the streets of the Park and Festival during the Festival weekend *including the island on Jewell Ave.*
5. Request to have **waived** the application fees for Ives Park, the High Street parking lot and the City Parking lot behind the Chamber building for all requested days (**Approx. \$475.00**).

We are not allowed access to the ball field; so we hereby respectfully request the following:

6. We ask that no other activities be held on the ball field during the festival weekend on the above requested dates and that only the Chamber be allowed to put signage on the ball field fencing/entrance during the weekend. This includes Sebastopol Little League and any other organization which has an interest in placing advertising signage during the festival.
7. Since our staff will be busy throughout the weekend and we have no access to the ball field, we will be asking Sebastopol Little League to monitor their own area for people who may attempt to come into the festival by means other than the gates.

We will continue to work closely with City Hall, the Police, Fire and Public Works Departments. We will also provide the City with the insurance certificate naming the City of Sebastopol as additionally insured. If you have questions, please do not hesitate to call us at 823-3032.

Thank you for your consideration of the above requests.

Sincerely,

Teresa
Teresa Ramondo
Executive Director/CEO

Gio
Gio Balistreri

Linda
Linda Collins
Steering Committee

John
John Pittman

Lu
Lu Frazier

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEBASTOPOL
APPROVING THE CLOSURE OF MAIN STREET (STATE HIGHWAY 116) AND
REQUESTING THAT THE STATE HIGHWAY BE CLOSED FOR A PARADE ON Saturday April
16, 2016 AND SUSPENDING SECTION 201 OF ORDINANCE NO. 696 DURING THE
2016 APPLE BLOSSOM FESTIVAL

WHEREAS, Section 201 of Ordinance 696 provides among other things, for suspension of street vendors/solicitation licensing during time of special events in the City of Sebastopol where the circumstances would otherwise result in a substantial increase in the use of City streets or other public facilities; and

WHEREAS, the City Council of the City of Sebastopol finds that such circumstances exist with regard to the 2016 Apple Blossom Festival event.

NOW, THEREFORE, BE IT RESOLVED, that licensing of solicitors, street peddlers, and vendors shall be suspended on April 16 and 17, 2016, for the area designated as Exhibit A attached hereto and incorporated herein by reference, with the inclusion of the Jewell Avenue Island and that during the period of such suspension, such licenses shall not be issued by the City of Sebastopol. Such suspension shall not apply to sales or other activities directly pertaining to the Apple Blossom event itself, when sanctioned by the Sebastopol Chamber of Commerce.

BE IT FURTHER RESOLVED, that the Sebastopol City Council approves the closure of Main Street for the Apple Blossom Parade and the use of the High Street Parking Lot for the Apple Blossom Festival and requests the Department of Transportation grant permission to hold a parade on Main Street, State Highway Route 116 (04-Son-116) between Healdsburg Avenue and Calder Avenue from 10:00 am to 1:00 pm on Saturday, April 16, 2016. The parade will be conducted by the Sebastopol Area Chamber of Commerce.

IN COUNCIL DULY PASSED this 2nd day of February, 2016.

VOTE:

Ayes:

Noes:

Abstain:

Absent:

APPROVED: _____
Mayor Sarah Glade-Gurney

ATTEST: _____
Mary Gourley, CMC, City Clerk

ORDINANCE NO. 696

AN ORDINANCE AMENDING ORDINANCE NO. 596 AND
688 AMENDING CERTAIN SECTIONS OF THE BUSINESS
LICENSE ORDINANCE AND REPEALING ORDINANCES
IN CONFLICT THEREWITH

THE CITY COUNCIL OF THE CITY OF SEBASTOPOL DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 20(L) of Ordinance No. 596 as further amended by Ordinance No. 688 shall be amended to read as follows:

Section 20 L. Solicitors, street peddlers, or vendors, shall pay the sum of \$150.00 per year subject to the modifications set forth below:

1. The above rates shall apply to each individual solicitor and such licenses are not transferrable.
2. This section shall not apply to that class of persons ordinarily called travelling men who sell by sample to the trade only, but shall apply to all other persons, firms or individuals, or corporations who either sell or deliver from place to place or who conduct or establish a place of business or vend upon the streets or who solicit or deliver by truck or other containers to the trade when the same is done over the streets of the City of Sebastopol.
3. This section of the ordinance may be suspended by resolution of the City Council and upon such suspension all licenses of solicitors, street peddlers, and vendors shall be suspended in the specific area and for the specific period as the Council may determine by said resolution.
4. The Council may adopt such resolution when there are special events in the City and where the circumstances will result in a substantial increase in the use of the City streets or other public facilities. Said suspension shall not exceed five days at any one time.
5. During such period of suspension, the following regulations shall apply and shall be set forth in the resolution.
 - A City may issue special vendor, solicitor or street peddler licenses during such period of suspension in the quantity to be determined in said resolution and for the period of such suspension.

B. Where a limited number of licenses are to be established all applicants for such licenses shall be combined and the persons to receive those licenses shall be drawn by lot at random.

C. All successful applicants shall be required to pay an additional fee to be determined by said resolution to reimburse the City for the additional clean-up expenses which will be incurred during said period.

D. The area in which said special vendors, solicitors and street peddlers licenses are effective shall be limited to the area designated by the City Council and said licensee shall not be permitted to operate outside of said area.

SECTION 2. That portion of Ordinance No. 688 and all other ordinances in conflict herewith are repealed. Except as amended herein, Ordinance No. 596 and 688 shall remain in full force and effect.

SECTION 3. This Ordinance shall be in full force and effect thirty (30) days from and after the date of its passage.

IN COUNCIL DULY PASSED this 6th day of March, 1978.

APPROVED:


MAYOR

AYES: 3 Councilmen Klinker, Lukas and Mayor Davis
NOES: 1 Councilman Shatto
ABSENT: 1 Councilman Miller

ATTEST:


City Clerk