

Healdsburg City Council Meeting

December 2, 2024



City Manager's Report

City Council, December 2, 2024



Public Comment on Non Agenda Items

Comentarios del
público sobre
puntos no
incluidos en la
agenda de la
reunión

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Formula Business Discussion

City Council, December 2, 2024



Purpose

To receive a presentation and provide comments and policy direction on the development of an ordinance updating the Healdsburg Land Use Code to regulate formula businesses, big box retail, and outlet malls.

Background

On August 19, 2024, City Council received a presentation from staff, took public comment, and directed staff to return with policy options and draft language for formula businesses in the downtown area.

Related General Plan Policies

LU-D-5 Formula businesses are prohibited on properties around the historic Plaza in order to preserve its character of small, unique businesses that are attractive to residents and visitors.

LU-E-1 Big box retail and outlet malls are prohibited within the City of Healdsburg.

ED-B-3 Formula businesses shall be prohibited on properties around the Plaza in order to support local- and independently-owned businesses and protect and enhance Healdsburg's unique character.

LU-16 Amend the Zoning Ordinance to:

- a. Regulate formula businesses for properties around the Plaza.
- b. Prohibit big box retail businesses and outlet malls throughout the city.

ED-12 Amend the Zoning Ordinance to:

- a. Prohibit formula businesses on properties around the Plaza

Current Definitions

Formula business: A business that is generally required by contractual or other arrangement to maintain any of the following: standardized services, menus, decor, uniforms, architecture, signs or other similar features and is not part of a locally- or regionally-based group of businesses.

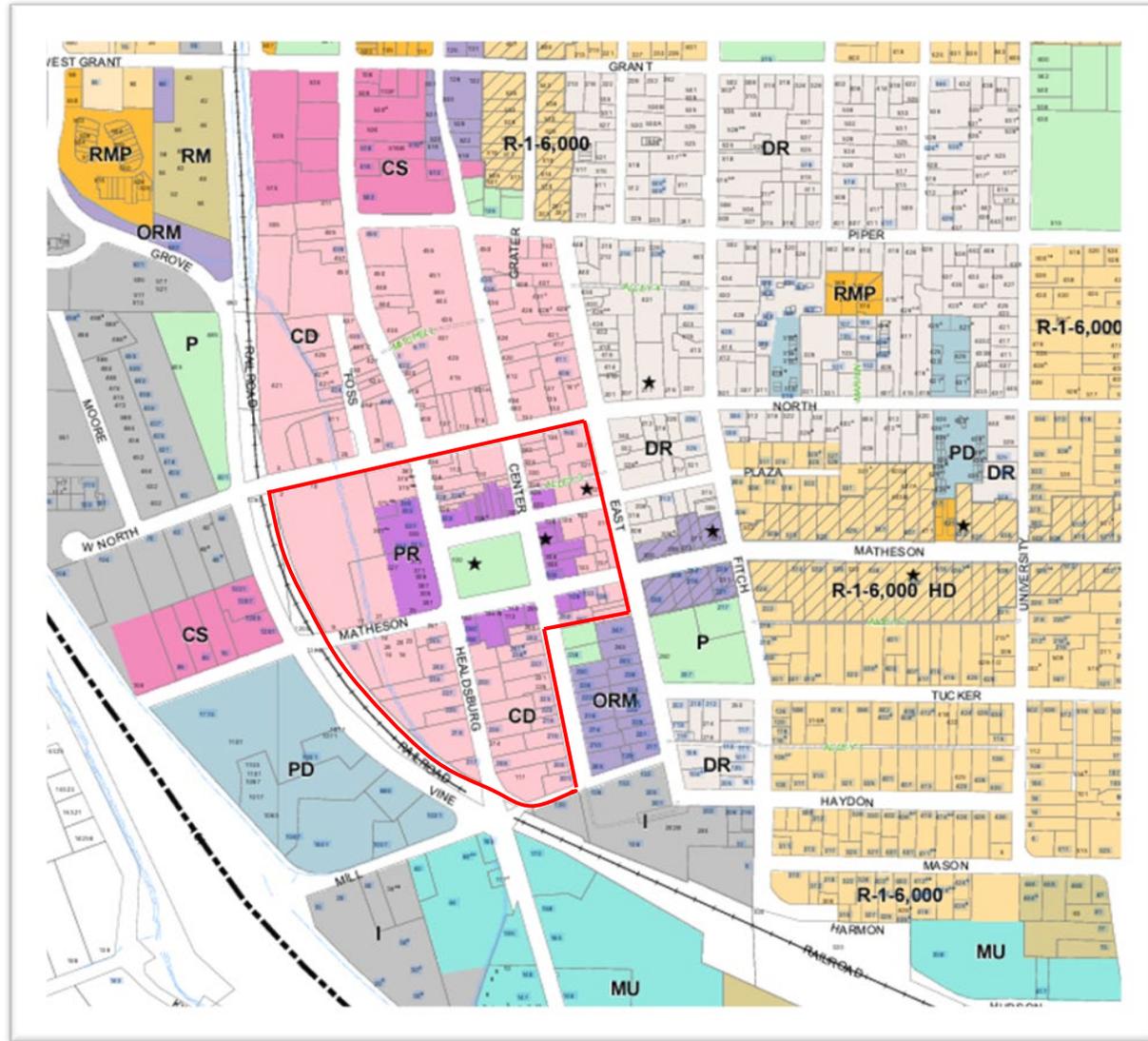
Big box retail: Large retail stores that are several times the size of a traditional store in their category, rely on auto-borne customers drawn from a large area and follow a prescribed formula applied to multiple other locations. The stores are typically large, single-story buildings with a multi-story mass and standardized facades, surrounded by parking lots.

Outlet mall: A shopping center comprised primarily of retail establishments that sell a single manufacturer's product and draw customers from a much larger service area than a typical retail establishment.

Recommended Land Use Code Changes

Prohibit formula retail uses within the PR district, prohibit formula retail uses within the CD district south of North Street, and prohibit big box retail and outlet malls throughout the City.

Proposed Formula Retail Prohibition Boundary



Revised Formula Retail Definition

Formula retail. A retail business which is required by contractual or other arrangement or affiliation to maintain a standardized (“formula”) array of services and/or merchandise, menu, employee uniforms, décor, façade design, signage, color scheme, trademark or service mark, name or similar standardized features’ and which causes it to be substantially identical to 10 or more other retail businesses or restaurants in the United States regardless of ownership or location at the time the businesses license is approved. Formula Retail is prohibited in the Plaza Retail (PR) and parcels south of North Street in the Downtown Commercial (CD) District.

Revised Formula Retail Definition cont'd

“Formula Retail” + further clarifying definitions

1. “Array of merchandise or menu” means 50 percent or more if in-stock merchandise or menu items.
2. “Color scheme” means the selection of colors used throughout, such as on the furnishings, wall coverings, or as used on the façade. Standardized lighting is considered part of the color scheme.
3. “Décor” means the style of interior finishes such as the style of furniture, wall coverings, or permanent fixtures.
4. “Façade” means the face of the front of a building or tenant space oriented onto a street or public open space. Awnings are considered part of the façade.
5. “Service mark” means a word, phrase, symbol, or design or a combination of words, phrases, symbols or designs that identify and distinguish the source of a service from one party from those of others.
6. “Trademark” means a word, phrase, or design, or a combination of words, phrases, symbols, or designs that identify or distinguish the source of goods from one party from those of others.
7. “Uniform apparel” means standardized items of clothing such as aprons, pants, shirts, dresses, hats and pins, as well as standardized colors of clothing.

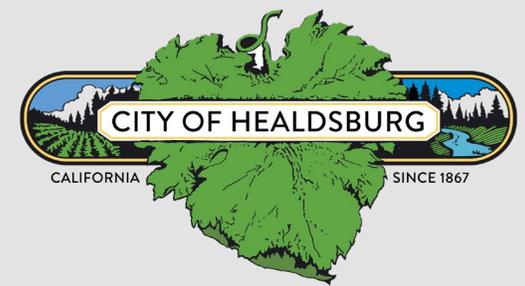
Policy Options

- Definition of formula business.
- Limiting definition of formula businesses to formula retail and restaurants instead of all business types.
- Threshold for number of formula retail stores or restaurants.
- Number of stores limited to the United States, California, Sonoma County, the region, or some other geography.
- Geographical limits of formula retail prohibition in Healdsburg.
- Exemptions to formula retail prohibition, if any. This could include the possibility of making formula retail permissible with a conditional use permit in the CD district, although staff cautions that a process for exemptions could complicate implementation of the policy and create possible uncertainty for both existing and prospective businesses.

Alternatives

- Direct staff to continue to implement the General Plan policies related to formula businesses, big box retail, and outlet malls without an ordinance updating the Land Use Code.
- Direct staff to do further research and bring back policy options aimed at clarifying or modifying implementation of policies limiting Formula Businesses to a future Council meeting for additional discussion and input.
- Direct staff based on input provided at this evening's meeting to prepare an ordinance for Planning Commission review and a recommendation to the City Council for adoption.

Questions



Public
Comment

Comentarios
del público

03:00

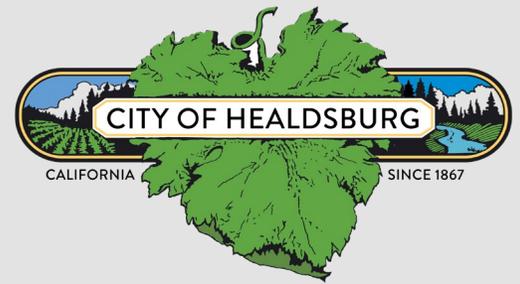
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4th of July Celebration Activities

City Council, December 2, 2024



Requested Action

Discuss the City's 4th of July celebration activities and provide direction to staff.

Background

Healdsburg has a history of celebrating our nation's independence on the 4th of July.

- Healdsburg Sunrise Rotary + City host annual 4th of July Kids Parade and Duck Dash in the Plaza
- Prune Packers host 4th of July baseball game later in the afternoon
- Fireworks at the High School campus conclude the evening activities
- Many families throughout the community host 4th of July celebrations of their own, often coinciding with the fireworks show
- Illuminate Healdsburg Avenue Bridge (new)



Background

The City's role in funding, planning, and delivering the 4th of July activities is significant.

- Months of preparation work goes into planning, and delivery of the events
- Involves staff from Fire, Police, Public Works, and Community Services
- City also makes a significant financial commitment to the activities including \$60,050 in direct costs

Background

The purpose of this agenda item:

- Discuss the City's role in the 4th of July celebration
- Consider existing events and alternatives
- Seek direction from City Council on how it would like to proceed in the future*

*Note: ability to make significant changes for 2025 may be limited due to vendor availability

Kids Parade and Duck Dash

- Co-produced by Healdsburg Sunrise Rotary and the City's Community Services team
 - Healdsburg Sunrise Rotary: most of the program for the event (Duck Dash, food/drink, entertainment, kids parade, etc.)
 - City: most of the site logistics (site preparation and setup, road closures, restrooms, trash and recycling, cleanup, etc.).
- The event is well attended by community members and visitors, with an estimated attendance throughout the event of 2,000



Kids Parade and Duck Dash

- City staffing and resources
 - Public Works assists with the road closures
 - Police and Fire participate in the event
 - Community Services handles the planning and site logistics.
 - Road closures and setup begin at 6a.m. on July 4, and the event takedown and cleanup is usually completed by 3p.m.
- Planning and delivery of the event
 - 28 City staff members (full-time and part-time)
 - ~218 staffing hours
 - ~\$400 in direct costs towards the event for supplies
 - Recology provides portable restrooms, handwash stations, and trash and recycling services at no cost

Kids Parade and Duck Dash

Alternatives

- Staff has not identified alternatives for the annual 4th of July Kids Parade and Duck Dash.
- The event is well organized, attendance remains strong and consistent, and the event is enjoyed by our community and visitors.

Prune Packers 4th of July Baseball Game

Each 4th of July, the Packers take to the field for an early evening baseball game

- Game and related activities coordinate by the Packers
- City staffing and resources
 - Community Services provides the ongoing field maintenance and game preparation work for the Prune Packers games throughout the season
 - Involves 35-50 hours of staff time (full-time and part-time) per week, depending on the number of home games
 - Contracted mowing twice per week

Alternatives

- Staff has not identified alternatives for the Prune Packers 4th of July baseball game
- The Packers handle the game logistics, attendance has grown over the last few years, and the game is enjoyed by our community and visitors

4th of July Fireworks

Background

- Hosted by the Healdsburg American Legion Sotoyome Post 111 for many years at the High School Sports Fields
- Historically funded primarily by donations
- Previous City commitment
 - \$8,000 contribution
 - Fire, Police involved in planning and delivery of fireworks
- Due to declining enrollment, aging members, and decreasing donations, the American Legion asked the City to take over the Fireworks after 2019
- City agreed
 - No fireworks in 2020 (pandemic) and 2021 (COVID + drought)
 - City first hosted fireworks in 2022



4th of July Fireworks

Community Comparison

Location	Date	Notes
Cloverdale	July 4	Organized by Cloverdale Lions Club
Cotati	No Fireworks	
Healdsburg	July 4	Organized by the City
Petaluma	July 4	Organized by the City
Rohnert Park	No Fireworks	
Green Music Center	July 4	Organized by the Green Center; ticketed event
Santa Rosa	July 4	Expected to return in 2025; organized by the Fairgrounds
Sebastopol	July 3	Organized by Sebastopol Kiwanis Club
Sonoma	July 4	Organized by the Sonoma Volunteer Firefighters Association
Windsor	July 3	Organized by the Active 20-30 Club and the Town of Windsor

4th of July Fireworks

City's Current Role

- City staffing and resources
 - Community Services: planning, funding, and delivery of the show
 - Fireworks contract and coordination with vendor
 - High School campus security (temporary fencing and monitoring)
 - Road closures (Sanns Lane and University Avenue)
 - Portable restrooms, handwashing, trash/recycling
 - Fire Department: permitting, show production, upstaffing, community patrols
 - Permit review and issuance
 - Monitoring setup and pre-show safety checks
 - Go or no-go decision (factors: wind, heat, humidity, fire activity in the region and state)
 - Police Department: public safety, traffic, upstaffing, patrols
 - High School neighborhood and parking areas monitoring
 - Illegal fireworks monitoring
 - Emergency response

4th of July Fireworks

City's Current Role

- City staffing and resources
 - ~41 City staff commitments during the process (full-time and part-time)
 - ~319.5 hours of staff time.
 - The following agencies typically support the City's Fire Department during the fireworks:
 - Sonoma County Fire - 1 Engine - 3 Crew
 - Dry Creek Rancheria - 1 Engine - 4 Crew
 - Cal-Fire -Engine #1 - 1 Engine - 3 Crew
 - Cal-Fire -Engine #2 - 1 Engine - 3 Crew

- Direct costs: \$60,050 (excluding staffing)

• Fireworks Contract	\$40,000	
• Temporary Fencing	\$ 6,650	
• Road Closures	\$ 8,400	
• Site Security Services (future)	\$ 5,000	
• Restroom/Handwashing/Trash/Recycling Stations		\$
0*		

*Services provided under the City's Recology Franchise Agreement; value of services estimated at \$2,500

4th of July Fireworks

Community Concerns

- Primary Concerns
 - Impact of the fireworks show on the neighborhood around the High School site
 - Impact on Pets
 - Public safety calls for service
 - Traffic
- Staff received resident concerns about the fireworks show returning in 2023 and responded to these concerns by incorporating additional elements into the plans:
 - University Avenue and Sanns Lane road closures
 - Additional restroom locations
 - Additional no-parking signage in the area.
- Police Department provided the following calls for service analysis

Type of Call	2018	2019	2020	2021	2022	2023	2024
Fireworks	9	9	19	25	13	13	4
Animal Related	2	1	4	2	1	1	0
Disturbances	1	5	1	0	1	0	1
Collisions	1	0	2	0	1	3	0
Noise Complaints	1	2	2	1	0	4	2

4th of July Fireworks

2024 Show

- City decided not to hold the fireworks show due to elevated fire safety concerns
 - Attracting a large crowd during a red flag warning would spread public safety resources too thin if an incident were to occur in the City or surrounding area
- Able to cancel the road closures and installation of the fencing in time to not incur these costs

4th of July Fireworks

Fireworks Contract

- City's contract with the fireworks vendor (Pyrospectaculars) requires payment in full in advance of the show
- If the scheduled date for the fireworks does not happen, contract allows the City to request a reschedule date based on vendor availability, except for the 4th of July and Christmas/New Years.
- The show must be the same show as originally planned and held at the same location since the show is specifically designed and packaged for the site based on safety requirements and budget
- If the City chooses not to reschedule the fireworks, the City forfeits its payment in full.

4th of July Fireworks

Funding

- City continues its partnership with the American Legion for the fireworks
 - 2022 the Healdsburg Tourism Improvement District (HTID) awarded the American Legion \$20,000 in funding for the fireworks, which the Legion passed on to the City
 - 2023 HTID awarded \$12,000 in funding (passed on to the City)
 - 2024 HTID awarded \$7,500 in funding; Legion was required to return the funding since the fireworks show did not occur
- Balance of funding for \$60,050 in direct costs comes from approved Community Services budget

4th of July Fireworks

Alternatives

1. Continue Fireworks
2. Drone Show
3. Laser Show
4. Community Event

4th of July Fireworks

Alternative #1: Continue Fireworks

- 1.a. Issue a Request for Proposals
- 1.b. Modify the Scale of Healdsburg's Show
- 1.c. Seek Another Organization to Plan and Deliver the Fireworks



4th of July Fireworks

Alternative #1.a.

1.a. Issue a Request for Proposals

- For 2024 show, staff researched fireworks vendors
- Five vendors operate in California
- None of the other vendors indicated that they could add shows for the 4th of July in either 2024 or 2025 due to their existing commitments and lack of licensed fireworks operators
- Potential for future years is unknown
- Not likely to result in significant cost savings

Vendor	Location	Items of Interest
Pyrospectaculars	San Francisco	Healdsburg's current operator and largest vendor in Northern California
Fireworks America	San Diego	Petaluma's operator
Devistating Pyrotechnics	San Francisco	Cloverdale and St. Helena's operator
Zambelli Fireworks	Warrendale, PA	Primarily works in Southern California.
Garden State Fireworks	Millington, NJ	Primarily works in Southern California. Picked up some of Pyrospectaculars' dropped shows. Storage and warehouse, in Nevada. Does 19 shows in Long Beach area.

4th of July Fireworks

Alternative #1.b.

1.b. Modify the Scale of Healdsburg's Show

- Larger fireworks show in Sonoma County
- Quantity and size of aerial shells: larger shell = greater viewing effect
- No on-site spectator seating; eliminated "multi-shot" ground effects
- Reducing the size or quantity would reduce viewing effect, but not eliminate concerns (neighborhood impacts, traffic, pets, etc.)

2024 Show	2" Shells	2.5" Shells	3" Shells	4" Shells	5" Shells	Total Shells	Vendor	Cost
Healdsburg	0	72	350	270	126	818	Pyro-spectaculars	40,000
Petaluma	0	210	415	129	64	818	Fireworks America	35,000
Windsor	100	97	340	150	0	687	Pyro-spectaculars	Unk
Yucca Valley	0	0	380	240	108	728	Pyro-spectaculars	38,000

4th of July Fireworks

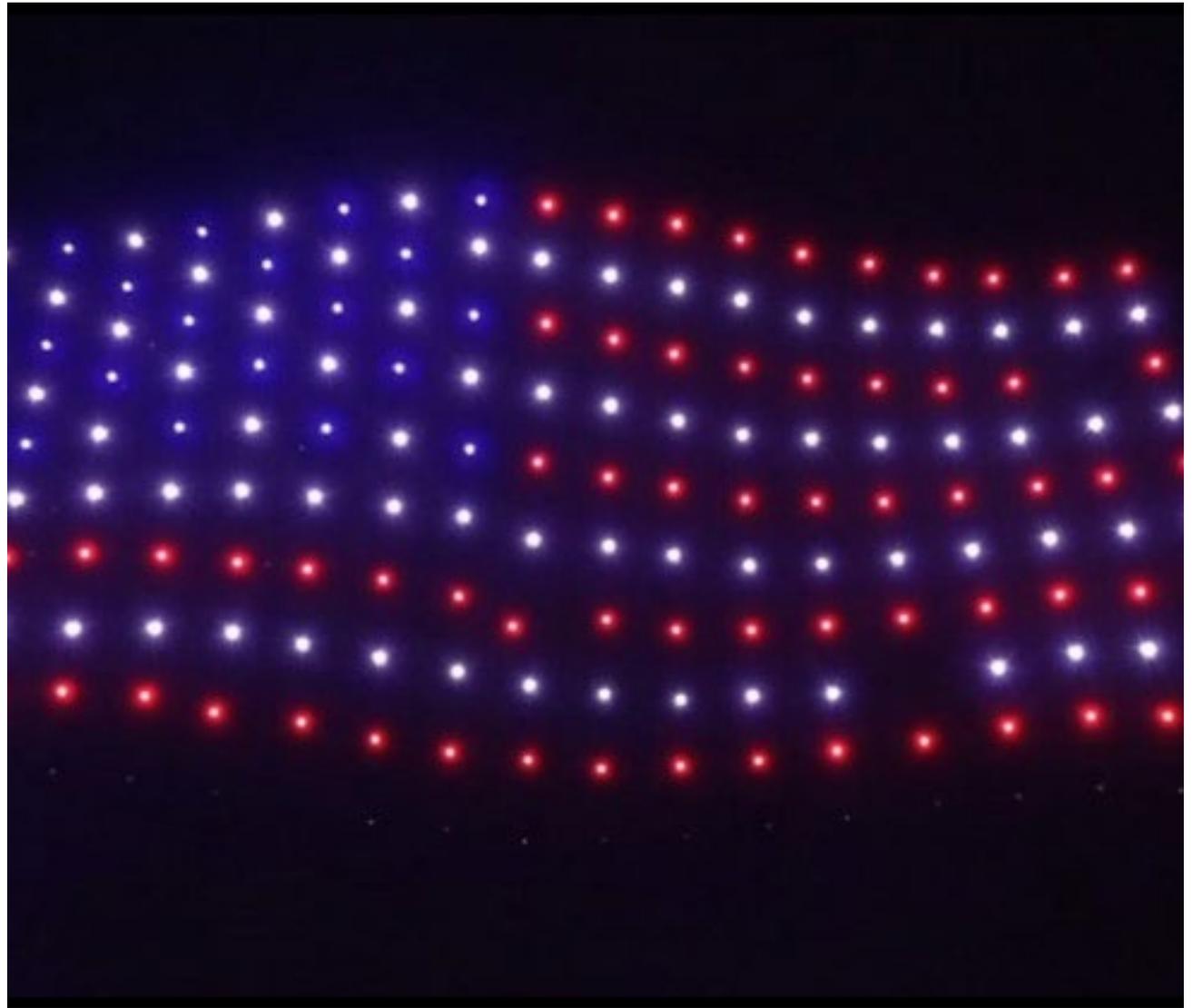
Alternative #1.c.

- 1.c. Seek Another Organization to Plan and Deliver Fireworks Show
 - Other organizations willing to accept responsibility?

4th of July Fireworks

Alternative #2: Drone Show

- A relatively new trend in celebrating the 4th of July (and other events)
- Use of drones to produce a drone show, either in addition to or as an alternative to fireworks



4th of July Fireworks

Alternative #2: Drone Show

- 2024 Staff Research (Sky Elements)
 - ~\$400 per drone for 4th of July timeframe; \$200-\$300 other times
 - Minimum of 400 drones for 3D viewing (\$160,000)
 - 4th of July is a busy timeframe for drone show operators; availability for adding shows on the 4th of July is limited
 - Drone show can last approximately 15 minutes due to the battery capacity of the drones. Some shows that last longer have multiple fleets of drones that launch during the show.
 - A 15-minute drone show can have ~15 different images during the show.
 - Drones require a safety zone similar to fireworks. A drone show could be held at the High School fields with the drones being flown from the synthetic turf and spectator viewing on the natural grass.
 - Music choreographed to the show is necessary for the best effect.

4th of July Fireworks

Alternative #2: Drone Show

- 2024 City of Napa Show
 - Sky Elements produced Napa's Drone Show. The City solicited informal quotes and entered into a contract with Sky Elements due.
 - The City of Napa was quoted \$113,000 for a 300 drone show but negotiated 400 drones by agreeing to market Sky Elements on all their materials.
 - Napa's budget historically included \$40,000 for fireworks; the City used the City Manager's discretionary fund for balance of the cost.
 - Setup for the drone show began at 1:00 p.m., and the show launched at 9:30 p.m..
 - 4 or 5 drones dropped during the show; one drone hit a parked car.

4th of July Fireworks

Alternative #2: Drone Show

- 2024 City of Napa Show (continued)
 - Choreographed music was a challenge for Napa's show:
 - The site featured a main stage where attendees who were in the vicinity could hear the choreographed music
 - Spectators viewed from throughout the downtown area and therefore couldn't hear the main stage
 - City enabled a YouTube channel for spectators outside the main stage area, but spectators lost the audio stream due to network overload.
 - Sky Elements prepared the audio track and selected royalty-free music; royalty music would likely get blocked by YouTube
 - The City considered simulcasting but questioned how many people have portable radios and how you coordinate with a radio station

4th of July Fireworks

Alternative #2: Drone Show

- 2024 City of Napa Show (continued)
 - Feedback on the drone show was mixed:
 - Pro Fireworks: Napa has never had a fire from fireworks; drones are not patriotic like fireworks.
 - Pro Drone Show: Lower fire risk; unique.
 - The drone show images are from a catalog - 15 images, one image per minute; since the number of images are limited; what do you do at a future drone show if you used the best images?
 - The City considered whether \$113,000 is a desirable use of taxpayer funds; they did receive some financial support from the Hotel Tourism District.
- The City has decided to bring back the drone show for 2025

4th of July Fireworks

Alternative #3: Laser Show

Either in addition to or as an alternative to fireworks

City of Petaluma replaced fireworks with a laser show in 2022

- According to City of Petaluma staff, the laser show was not very successful
- The ability to view the laser show outside of the fairgrounds site was limited
- Those who traditionally watch the fireworks from off-site locations had poor viewing.
- The City chose to bring fireworks back in 2023



4th of July Fireworks

Alternative #4: Community Event

- Fill all or a portion of the remainder of the day following the 4th of July Kids Parade and Duck Dash.
- Staff anticipates that the event would need to be at a site other than the Plaza, such as High School, Recreation Park, the Foley Family Community Pavilion, or another downtown venue like West Plaza Parking Lot
- Some or all of the funding that is typically committed to the fireworks could be designated to the event costs for items such as music and entertainment, equipment and supplies, vendors, etc.
 - Event costs excluding staff time for the Dia de Muertos festival and Merry Healdsburg are \$30,000 and \$20,000 respectively
- The City could also seek partners for a community event.

4th of July Fireworks

Alternatives

1. Continue Fireworks
 - 1.a. Issue RFP for Vendors
 - 1.b. Modify the Scale of the Show
 - 1.c. Seek Another Organization to Plan and deliver the Fireworks
2. Drone Show
3. Laser Show
4. Community Event

Requested Action

Discuss the City's 4th of July celebration activities and provide direction to staff

- Discuss the City's role in the 4th of July celebration
- Consider existing events and alternatives to fireworks*
- Provide direction on how it would like to proceed in the future

**Most alternatives require additional research to develop a framework and cost proposal and identify availability*

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