



## City of Sebastopol Planning Commission Staff Report

Meeting Date: September 23, 2025  
Agenda Item: 6A  
To: Planning Commission  
From: John Jay, Associate Planner  
Subject: Temporary Use Permit  
Recommendation: Consider and Approve if Appropriate, Subject to Conditions

Applicant/Owner: Jonathan Pinkston/Sebastopol Bloom Festival  
File Number: 2025-042  
Address: 6828 Depot St  
CEQA Status: Exempt from CEQA under Section 15301, Class 1 *Existing facilities*  
General Plan: Central Core (CC)  
Zoning: Downtown Core (CD)

### **Introduction:**

The project for consideration of the Planning Commission is for a Temporary Use Permit application from Jonathan Pinkston, on behalf of the Sebastopol Bloom Festival at 6828 Depot Street. The festival would begin on Friday, October 24<sup>th</sup> and end on Sunday, October 26<sup>th</sup> and would be open from 10:00 am to 7:00 pm. It would take place at 3 locations within Sebastopol, including Ives Park, the Community Center, and the currently vacant 6828 Depot Street (site of the approved Hotel Sebastopol) address. Only the Depot Street address is private property subject to the Temporary Use Permit (TUP) requirement; Special Event Permits are being processed simultaneously through the Public Works Department to allow this festival on the (public) Ives Park and Community Center properties.

### **Project Description:**

Parking for the event is proposed to take place at the overflow Barlow parking lot on Depot Street, which can park about 150 vehicles; the applicant is working with other property owners to secure additional off-site parking. There will be amplified music and vendors between 10:00 am and 7:00 pm. Participants will be shuttled from off-site parking lots including the overflow Barlow lot at 385 Morris Street, with shuttles running every 20 minutes. The event is expected to attract 1,000 – 2,000 total attendees over the course of the three days.

The Sebastopol Bloom Festival event is intended to help activate the vacant Depot Street property with a community fundraiser that includes live music and a variety of vendors. The Depot Street site will include a live music stage that will be situated in the southern portion of the lot towards Depot Street, with the stage facing north towards McKinley. Music will end at 7:00 pm daily.

**Project Location and Surrounding Land Uses:**

The project is located within the downtown core of the City and is adjacent to the square. The site is surrounded by various commercial uses including retail, shops, restaurants, and grocery stores. To the northwest is the Whole Foods supermarket along with other retail shops. To the east is the currently vacant site of the proposed Hotel Sebastopol parking lot and adjacent Rialto Theater. To the west are a variety of local shops that have front facing entrances on Main Street. To the south are additional shops and restaurants.



**General Plan Consistency:**

Applicable General Plan policies are listed below:

- **Policy EV 1-11:** Work with and support local business organizations in order to promote a strong business base through joint business attraction and retention efforts that include marketing and outreach, technical assistance, workforce development, training, and welcome/orientation activities for new businesses.
- **Policy EV 1-13:** Assist efforts to attract new industries and businesses that develop new products and expand markets, particularly those that involve

research and development of agricultural, sustainable, green, medical, and/or technological products

- **Policy EV 2-3:** Develop a distinct image and brand for Sebastopol that reflects its unique identity and sets it apart from the region.
- **Policy EV 2-4:** Encourage businesses and programs that emphasize and promote shopping locally.
- **Policy EV 4-1:** Encourage businesses in Sebastopol which respond to and meet the needs of West County residents.
- **Policy EV 4-3:** Encourage amenities needed to support tourism, including hotels, bed- and breakfasts, eco-lodging, and a variety of restaurants, shopping, and services.
- **Policy EV 4-4:** Encourage the development of civic amenities, entertainment venues, retail and restaurants, and services that increase visitation, spending, and tourism.

Policies EV 4-3 and 4-4 appear to be consistent with the proposal because the event would support tourism. Policies EV 1-11 through EV 4-1 may be met depending on the planned booths and business-supporting activities that were not made a part of this application. The Planning Commission should hear from the applicant and local business representatives to determine the project's consistency with the balance of these General Plan policies.

#### **Zoning Ordinance Consistency:**

The project site is located within the Downtown (CD) district, which is *intended to create, preserve, and enhance the [downtown](#) area as the historic retail core of Sebastopol.* This [district](#) provides for a range of uses, including [office](#), retail, [restaurant](#), service, and other [commercial uses](#), while allowing for residential growth, including mixed-use and [affordable housing](#) development, with the intent of increasing the vibrancy of the [City's](#) central [downtown](#) area, and it is noted that the CD [District](#) is not applied to the entire [downtown](#).

While temporary uses are not specifically called out in the above Zoning Code provisions, the intent of the code to "increase the vibrancy of the City's central downtown area: is clearly stated and the project is consistent with this stated intent.

#### **Discussion of Issues:**

Staff has identified the following additional items the Commission may wish to consider in its review of this Use Permit:

##### **Parking**

The Sebastopol Bloom Festival will take place on McKinley Street, Petaluma Ave, and Depot Street. The Barlow owns the vacant lot at 385 Morris Street which can be used for overflow parking and can accommodate up to 200 vehicles. The Sebastopol Bloom Festival will not advertise any parking on private property including the Rialto Theater. Proposed conditions of approval will require a parking monitor and signage at two entrances to the Rialto theaters reminding drivers that parking for the Bloom Festival is located on Morris Street. Staff does recommend that if the Commission approved this TUP for the events, that the gravel area at

385 Morris Street be allowed to be utilized for overflow parking, which is a typical practice for downtown events needing off-site parking. Additionally, as stated in the Conditions of Approval, the parking monitor presence in the Rialto lot will be required.

#### Signage

Recommended project conditions of approval require that temporary parking signage be installed at least 24 hours prior to the event. Event signage is not permitted on City of Sebastopol light poles, sidewalks, or right-of way.

#### Alcohol

The City's standard conditions related to alcohol use permits have been added to the project's recommended conditions of approval.

#### **Required Findings for Conditional Use Permit:**

##### **Conditional Use Permit findings**

- A. The proposed use is consistent with the General Plan and all applicable provisions of this title.
- B. The establishment, maintenance, and operation of the use applied for will not, under the circumstances of the particular case (location, size, design, and operating characteristics), be detrimental to the health, safety, peace, morals, comfort, or general welfare of persons residing or working in the area of such use or be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the City.

#### **Analysis**

**Parking and Circulation.** As mentioned earlier in the report project will take place from October 24<sup>th</sup> through October 26<sup>th</sup> and will be in three locations simultaneously within the City limits: the Sebastopol Community Center; Ives park; and the vacant hotel site at 6828 Depot Street which is the subject of this Temporary Use Permit (TUP) application. The applicant has provided a parking management plan to include signage and where parking will not be allowed during the event. As stated in the application there will be parking made available at the existing overflow parking lot at 385 Morris Street and at other offsite locations still to be determined, and will include a 20 minute shuttle service. As similar events in the past have been noted to impact private parking lots within the vicinity of the Rialto Theater, the applicant has agreed to provide a parking monitor to ensure that no event parking occurs within the private lot. Brown Street will be shut down for the entire three days of the event and the applicant is working with the Public Works and Police Departments to obtain the proper permits. There will also be signage to help patrons of the event navigate the temporary road closure and detours.

**Sound.** The application also includes the request for live music and as noted by the applicant it will be minimal in overall noise in that they will be required to stay within the Noise Ordinance limits. As pointed out in the application materials, the temporary music stage will be located on the south end of Depot Street and will be facing to the north. The applicant has also stated that they will deploy noise mitigation as best as possible in the form of haybales and noise deadening blankets around the stage. The stage will be set up at least a week before the event, October 20<sup>th</sup> or 21<sup>st</sup> and would be removed on October 28<sup>th</sup> with a final clean up of the site on or before October 30<sup>th</sup>. An appropriate condition of approval is recommended.



**Site Preparation, Vendors & Security.** As the site will need minor preparation to host the event the applicant has stated that within a week of start of the event there will be minor grading (scraping) and leveling done on the Depot Street lot to eliminate any potholes on the site. Additionally, as part of the parking plan the applicant will be working with Public Works to ensure that the appropriate parking barricades are in place before and during the event. With the closure of Depot Street, the applicant intends to have roughly 60 vendors along the street in 10x10 tents as well as within the Depot Street site. The main stage at the site will have a generator to provide power for the live music but the remaining vendors will be in charge of their own power, if necessary. As part of the Conditions of Approval all vendors will be required to obtain an approved business license through the Finance department for the allowance to sell within City limits, this is a condition that is required for all types of festival events. Also, as part of the application the use of private security for overnight hours will be handled by a private security firm providing two guards at each stage location (Ives and Depot) from 7pm-7am to ensure that booths and other items will be safe and areas that are within fences will be locked for the nighttime hours.

**Overnight Accommodation.** Attendees may stay at a variety of nearby accommodations, including hotels, B&B's and vacation rentals. The applicants' website originally indicated that camping would be allowed in conjunction with this event. However, staff have worked with the applicant to revise the application to indicate that no camping will be allowed within City limits. Camping could be allowed at other County- approved locations outside of City limits; an appropriate condition of approval is recommended at the request of County staff.

**Impacts to Downtown Merchants and Other Community Events.** The applicant has indicated that he has been working with other downtown merchants and the Chamber. His plan is to provide Bloom fest patrons of the event with special menus or discount codes for the local eateries in order to increase business. As of this writing, staff have not received communications from the Chamber or other local businesses regarding the appropriateness of this TUP request but such communications are expected to be received prior to or during the Planning Commission meeting.

Since the event would overlap with the time frame of the Sebastopol Farmers Market, the applicant has worked with the Farmers Market organizer to ensure that no overlapping of the events will cause disruption to either event. As noted above, parking locations for both events would need to be clearly noted so that patrons traveling to either of these events will have a clear understanding on where to park. Appropriate conditions are recommended.

**Environmental Review:**

The project is exempt from CEQA under Section 15301, Class 1 which consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of existing or former use. As the Market has been in operation of the existing square and building the market qualifies for this exemption.

**City Departmental Comments:**

The project was routed to the various city agencies, such as the City of Sebastopol Police, Building, Police, Public Works, and Fire Departments. The department's conditions have been added to the recommended conditions of approval.

**Public Comment:**

As prescribed by Section 17.460 of the Zoning Ordinance, the Planning Department completed the following: (1) Provided written notice to all property owners within 600 feet of the external boundaries of the subject property; (2) provided a written notice that was published in the Press Democrat; and (3) posted three written notices publicly on and within vicinity of the subject property. Public comments that have been received as of the date of this staff report (September 18, 2025) have been attached hereto.

**Recommendation:**

If it is the consensus of the Planning Commission that the proposed use is compatible with the site and surrounding uses, staff recommends that findings be made and the application be approved, subject to the Recommended Conditions of Approval found in *Exhibit A*, and any additional or modified conditions the Planning Commission determines to be appropriate after hearing from the applicant and all interested parties.

If the Planning Commission determines that they cannot make the required findings of fact, or that they do not have sufficient information to make the findings, they should deny the application stating which findings that cannot be made. A denial by the Planning Commission would allow the applicant to appeal their decision to the City Council.

**Attachments:**

Exhibit A – Recommended Conditions of Approval  
Application materials  
Public Comment

**EXHIBIT A**  
**RECOMMENDED CONDITIONS OF APPROVAL**

Temporary Use Permit  
6828 Depot Street  
004-052-001, 2025-042

1. Plans and elevations shall be in substantial conformance with plans prepared by Jonathan Pinkston and stamped received on August 20<sup>th</sup>, 2025 and further revised September 9<sup>th</sup>, 2025, and on file at the City of Sebastopol Planning Department, except as modified herein:
  - a. Live music is allowed as part of this approval. However, it is subject to the Noise Ordinance set forth in the Sebastopol Municipal Code section 8.25.
  - b. No sound may emanate from the property which causes a disturbance more than 50 feet from the event site or violates the Noise Ordinance. The Police Department has the authority to require modifications or require termination of the noise source in the event of a noise issue.
2. In addition to providing a local amenity and visitor draw for promotion of the local economy, sales of the products at the Sebastopol Bloom Festival should point sales tax revenue to the City of Sebastopol, the point of sale, rather than the location of the vendor's business or location of product growth or production. For this reason, the Festival manager (applicant) shall provide written materials to all vendors indicating incorporated Sebastopol as the point of sale.
3. The City of Sebastopol and its agents, officers and employees shall be defended, indemnified, and held harmless from any claim, action or proceedings against the City, or its agents, officers and employees to attach, set aside, void, or annul the approval of this application or the environmental determination which accompanies it, or which otherwise arises out of or in connection with the City's action on this application, including but not limited to, damages, costs, expenses, attorney's fees, or expert witness fees.
4. A professional security firm shall be present and provide a minimum of one parking guard to ensure the Sebastopol Bloom Festival patrons do not park in the Rialto Parking lot (6868 McKinley St) during the event.
5. The applicant shall ensure all businesses participating in the Sebastopol Bloom Festival event have received a business license.
6. The applicant shall be responsible for implementing an Alcohol Awareness and Security Plan, which shall be submitted to the Police Department for review and approval within 60 days from the effective date of the Use Permit approval. The Plan shall describe building security and fire safety; how the operation will address staff training relative to alcohol consumption and operational security; and how the operation will coordinate with the Police Department.
  - a. Applicant shall submit a copy of the approved plan to the Planning Department, to be added to the project file.
7. All persons serving or distributing alcoholic beverages are required to attend the Responsible Beverage Service training program or an equivalent, either in-person or online to the satisfaction of the Police Chief.

8. The Community Development Director shall interpret applicable requirements in the event of any redundancy or conflict in the conditions of approval.
9. The Sebastopol Bloom Festival shall ensure that employees are drug and alcohol free while on duty.
10. All street and access point closures must provide a physical barrier. Individuals must be present at all closure points throughout the duration of the event to ensure removal of the barricades for emergency vehicle response.
11. Approval is valid for three (3) years, except that the applicant may request a one (1) year extension of this approval from the Community Development Director, pursuant to Section 17.400.100 of the Zoning Ordinance.
12. The property at 385 Morris Street may be used as vendor parking and overflow parking. However, a 50' buffer from any green vegetation to the north or east shall be cordoned off. It is the applicant's responsibility to ensure that no parking or pedestrian activity shall occur inside these buffers.
13. If traffic control on the public right-of-way is proposed to occur within City limits as part of this event, it must first be approved through the Special Event Permit process administered by the Engineering/Public Works Departments. Should any area of the event encroach into the City right of way an encroachment permit will be required.
14. Event signage is not permitted on City of Sebastopol light poles, sidewalks, or right-of way.
15. Applicant shall ensure that all storm drains within the event area are protected from debris and/or wash water.
16. The applicant shall clean-up the site after each event.
17. All tent structures, when used shall be labeled by the State Fire Marshal's Office as fire/flammable retardant shall meet the requirements of Title 19 of the California Code of Regulations. No propane devices are allowed in any tents or structures. Please contact the Fire Chief for inspection prior to use, if applicable, at (707)823-8061.
18. The applicant shall contact the Police, Fire, and Planning Departments at least seven (7) days in advance of the event for coordination.
19. The applicant shall be responsible to ensure consistency with any County Health Orders.
20. Should any debris, mud, etc. be tracked out of 385 Morris St. onto the street it shall be the applicant's responsibility to clean the debris from the street.
21. The Use Permit shall be in effect unless it is abandoned or closed for 12 months or longer.
22. The Applicant shall provide parking barricades that align with the provided parking mitigation plan.
23. The hours of operation shall be those listed within the application of 10:00am-7:00pm.



24. The operator shall maintain current emergency contact information with the Sebastopol Police Department at all times. The operator shall inform the Police and Planning Department of any security breaches.



## City of Sebastopol

Planning Department  
7120 Bodega Avenue  
Sebastopol, CA 95472  
(707) 823-6167

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## MASTER PLANNING APPLICATION FORM

### APPLICATION TYPE

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Administrative Permit Review    | <input type="checkbox"/> Lot Line Adjustment/Merger | <input type="checkbox"/> Temporary Use Permit |
| <input type="checkbox"/> Alcohol Use Permit/ABC Transfer | <input type="checkbox"/> Preapplication Conference  | <input type="checkbox"/> Tree Removal Permit  |
| <input type="checkbox"/> Conditional Use Permit          | <input type="checkbox"/> Preliminary Review         | <input type="checkbox"/> Variance             |
| <input type="checkbox"/> Design Review                   | <input type="checkbox"/> Sign Permit                | <input type="checkbox"/> Other _____          |

This application includes the checklist(s) or supplement form(s) for the type of permit requested: ☐ Yes ☐ No

### REVIEW/HEARING BODIES

- ☐ Staff/Admin ☐ Design Review/Tree Board ☐ Planning Commission ☐ City Council ☐ Other \_\_\_\_\_

### APPLICATION FOR

Street Address: \_\_\_\_\_ Assessor's Parcel No(s): \_\_\_\_\_  
Present Use of Property: \_\_\_\_\_ Zoning/General Plan Designation: \_\_\_\_\_

### APPLICANT INFORMATION

Property Owner Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_ Email: \_\_\_\_\_  
Signature: *Daniela Petrone* Date: *8-20-25*

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Authorized Agent/Applicant Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_ Email: \_\_\_\_\_  
Signature: *[Signature]* Date: *8-20-25*

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Contact Name (If different from above): \_\_\_\_\_ Phone/Email: \_\_\_\_\_

### PROJECT DESCRIPTION AND PERMITS REQUESTED (ATTACH ADDITIONAL PAGES IF NECESSARY)

### CITY USE ONLY

Fill out upon receipt:	Action:	Action Date:
Application Date: _____	Staff/Admin: _____	Date: _____
Planning File #: _____	Planning Director: _____	Date: _____
Received By: _____	Design Review/Tree Board: _____	Date: _____
Fee(s): \$ _____	Planning Commission: _____	Date: _____
Completeness Date: _____	City Council: _____	Date: _____

## SITE DATA TABLE

If an item is not applicable to your project, please indicate "Not Applicable" or "N/A" in the appropriate box; do not leave cells blank.

SITE DATA TABLE	REQUIRED / ZONING STANDARD	EXISTING	PROPOSED
<b>Zoning</b>	N/A		
<b>Use</b>	N/A		
<b>Lot Size</b>			
<b>Square Feet of Building/Structures</b> <i>(if multiple structures include all separately)</i>			
<b>Floor Area Ratio (F.A.R)</b>	_____ FAR	_____ FAR	_____ FAR
<b>Lot Coverage</b>	_____ % of lot	_____ % of lot	_____ % of lot
	_____ sq. ft.	_____ sq. ft.	_____ sq. ft.
<b>Parking</b>			
<b>Building Height</b>			
<b>Number of Stories</b>			
<b>Building Setbacks – Primary</b>			
<i>Front</i>			
<i>Secondary Front Yard (corner lots)</i>			
<i>Side – Interior</i>			
<i>Rear</i>			
<b>Building Setbacks – Accessory</b>			
<i>Front</i>			
<i>Secondary Front Yard (corner lots)</i>			
<i>Side – Interior</i>			
<i>Rear</i>			
<b>Special Setbacks (if applicable)</b>			
<i>Other (_____)</i>			
<b>Number of Residential Units</b>	_____ Dwelling Unit(s)	_____ Dwelling Unit(s)	_____ Dwelling Unit(s)
<b>Residential Density</b>	1 unit per _____ sq. ft.	1 unit per _____ sq. ft.	1 unit per _____ sq. ft.
<b>Useable Open Space</b>	_____ sq. ft.	_____ sq. ft.	_____ sq. ft.
<b>Grading</b>	Grading should be minimized to the extent feasible to reflect existing topography and protect significant site features, including trees.	N/A	Total: _____ cu. yds. Cut: _____ cu. yds. Fill: _____ cu. yds. Off-Haul: _____ cu. yds
<b>Impervious Surface Area</b>	N/A	_____ % of lot	_____ % of lot
		_____ sq. ft.	_____ sq. ft.
<b>Pervious Surface Area</b>	N/A	_____ % of lot	_____ % of lot
		_____ sq. ft.	_____ sq. ft.

## CONDITIONS OF APPLICATION

1. All Materials submitted in conjunction with this form shall be considered a part of this application.
2. This application will not be considered filed and processing may not be initiated until the Planning Department determines that the submittal is complete with all necessary information and is "accepted as complete." The City will notify the applicant of all application deficiencies no later than 30 days following application submittal.
3. The property owner authorizes the listed authorized agent(s)/contact(s) to appear before the City Council, Planning Commission, Design Review/Tree Board and Planning Director and to file applications, plans, and other information on the owner's behalf.
4. The Owner shall inform the Planning Department in writing of any changes.
5. **INDEMNIFICATION AGREEMENT:** As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards, committees and commissions from any claim, action or proceeding brought against any of the foregoing individuals or entities, the purpose of which is to attack, set aside, void or annul the approval of this application or the adoption of the environmental document which accompanies it or otherwise arises out of or in connection with the City's action on this application. This indemnification shall include, but not be limited to, damages, costs, expenses, attorney fees or expert witness fees that may be asserted by any person or entity, including the applicant, arising out of or in connection with the City's action on this application, whether or not there is concurrent passive or active negligence on the part of the City.

If, for any reason, any portion of this indemnification agreement is held to be void or unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect.

**NOTE:** The purpose of the indemnification agreement is to allow the City to be held harmless in terms of potential legal costs and liabilities in conjunction with permit processing and approval.

6. **REPRODUCTION AND CIRCULATION OF PLANS:** I hereby authorize the Planning Department to reproduce plans and exhibits as necessary for the processing of this application. I understand that this may include circulating copies of the reduced plans for public inspection. Multiple signatures are required when plans are prepared by multiple professionals.
7. **NOTICE OF MAILING:** Email addresses will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.
8. **DEPOSIT ACCOUNT INFORMATION:** Rather than flat fees, some applications require a 'Deposit'. The initial deposit amount is based on typical processing costs. However, each application is different and will experience different costs. The City staff and City consultant time, in addition to other permit processing costs, (i.e., legal advertisements and copying costs are charged against the application deposit). If charges exceed the initial deposit, the applicant will receive billing from the City's Finance department. If at the end of the application process, charges are less than the deposit, the City Finance department will refund the remaining monies. Deposit accounts will be held open for up to 90 days after action or withdrawal for the City to complete any miscellaneous clean up items and to account for all project related costs.
9. **NOTICE OF ORDINANCE/PLAN MODIFICATIONS:** Pursuant to Government Code Section 65945(a), please indicate, by checking the boxes below, if you would like to receive a notice from the City of any proposal to adopt or amend any of the following plans or ordinances if the City determines that the proposal is reasonably related to your request for a development permit:

☐ A general plan

☐ A specific plan

☐ An ordinance affecting building permits or grading permits

☐ A zoning ordinance

### Certification

*I, the undersigned owner of the subject property, have read this application for a development permit and agree with all of the above and certify that the information, drawings and specifications herewith submitted are true and correct to the best of my knowledge and belief and are submitted under penalty of perjury. I hereby grant members of the Planning Commission, Design Review Board and City Staff admittance to the subject property as necessary for processing of the project application.*

Property Owner's Signature: Daniela Petrona Date: 8-20-25

*I, the undersigned applicant, have read this application for a development permit and agree with all of the above and certify that the information, drawings and specifications herewith submitted are true and correct to the best of my knowledge and belief and are submitted under penalty of perjury.*

Applicant's Signature: [Signature] Date: 8/20/25

**NOTE:** It is the responsibility of the applicant and their representatives to be aware of and abide by City laws and policies. City staff, Boards, Commissions, and the City Council will review applications as required by law; however, the applicant has responsibility for determining and following applicable regulations.



## Neighbor Notification

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In the interest of being a good neighbor, it is highly recommended that you contact those homes or businesses directly adjacent to, or within the area of your project. Please inform them of the proposed project, including construction activity and possible impacts such as noise, traffic interruptions, dust, larger structures, tree removals, etc.

Many projects in Sebastopol are remodel projects which when initiated bring concern to neighboring property owners, residents, and businesses. Construction activities can be disruptive, and additions or new buildings can affect privacy, sunlight, or landscaping. Some of these concerns can be alleviated by neighbor-to-neighbor contacts early in the design and construction process.

It is a “good neighbor policy” to inform your neighbors so that they understand your project. This will enable you to begin your construction with the understanding of your neighbors and will help promote good neighborhood relationships.

Many times, development projects can have an adverse effect on the tranquility of neighborhoods and tarnish relationships along the way. If you should have questions about who to contact or need property owner information in your immediate vicinity, please contact the Building and Safety Department for information at (707) 823-8597, or the Planning Department at (707) 823-6167.

**I have informed site neighbors of my proposed project:** ☐ Yes ☐ No

If yes, or if you will inform neighbors in the future, please describe outreach efforts:

## Website Required for Major Projects

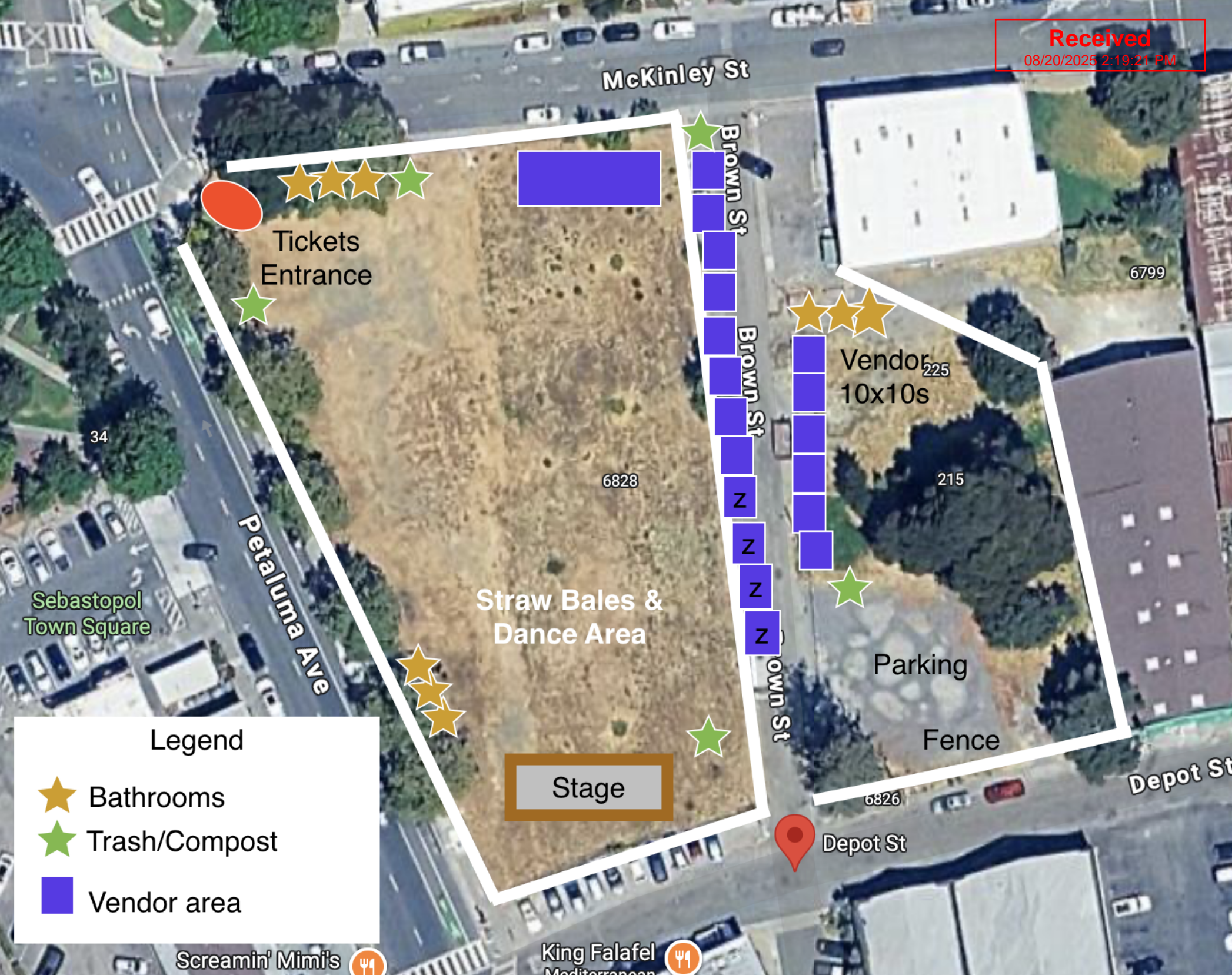
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Applicants for major development projects (which involves proposed development of **10,000 square feet of new floor area or greater, or 15 or more dwelling units/lots**), are required to create a project website in conjunction with submittal of an application for Planning approval (including but not limited to Subdivisions, Use Permits, Rezoning, and Design Review). Required information may be provided on an existing applicant web site.




The website address shall be provided as part of the application. The website shall be maintained and updated, as needed until final discretionary approvals are obtained for the project.

Such website shall include, at a minimum, the following information:

- ✓ Project description
- ✓ Contact information for the applicant, including address, phone number, and email address
- ✓ Map showing project location
- ✓ Photographs of project site
- ✓ Project plans and drawings



Legend

-  Bathrooms
-  Trash/Compost
-  Vendor area

McKinley St

Brown St

Brown St

Brown St

Petaluma Ave

Depot St

Depot St

Tickets Entrance

Vendor 10x10s

Straw Bales & Dance Area

Stage

Parking

Fence

Screamin' Mimi's

King Falafel Mediterranean

Sebastopol Town Square

6826

225

215

6799

6828

34

#### Purpose of event:

This event is being put on by The Hub Sebastopol and Living Earth Land Trust in order to raise awareness and funding for increased downtown community owned green spaces. We are also hoping to bring in huge amounts of income to local stores, hospitality businesses and the community in general via the 3 day event.

#### Locations:

This permit is only for the Depot st lot where there will be daytime music and vendors from 10am-7pm daily 10/24-26. This location will not have music after 7pm but there will be amplified sound Tri-Sunday 10-7pm.

In addition the Ives park permits (also 10-7pm daily) have been submitted and The community center has been rented 4-10pm for these days. But these are not included in this permit request due to them being other departments.

#### Music:

There will be a mix of live bands like Mamuse, local sing song writers and other local musicians. This is a family friendly all ages event.

#### Stage:

The stage will be facing the Rialto and located on the south side of the lot. This should cause the least sound disturbance by projecting the majority of the volume across the field itself.



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**Purpose of Permit:**

This Permit is being pulled for a temporary use of the now vacant lot at 6828 Depot St. Sebastopol. We are hosting a 3 day community fundraiser event. The proceeds will go to a fund to help improve the ongoing usability of Depot street as a public event and seasonal market space for 2026/2027. These funds will be used at the discretion of the piazza group and the HUB sebastopol with the input of the public, city, Barlow and Chamber. Our hope is to raise \$100-200,000 for this project from the event and general day of donations.

We are also hoping to bring in huge amounts of income to local stores, hospitality businesses and the community in general via the 3 day event.

**Locations:**

**-Ives:** Yoga Kirtan 9am-7pm fri-sunday

**-Depot:** Daytime music and vendors from 10am-7pm daily 10/24-26. This location will not have music after 7pm but there will be amplified sound Tri-Sunday 10-7pm.

**-Community center:** 4-10pm Music

**Music:**

There will be a mix of live bands like Mamuse, local song writers and other local musicians. This is a family friendly all ages event.

**Stage:**

There would also be a temporary stage facing the Rialto and located on the south side of the lot. This should cause the least sound disturbance by projecting the majority of the volume across the field itself.

**Additional information:****Parking:**

- Will Have a parking monitor at the Rialto parking lot for the weekend.
- People will be encouraged to park in the overflow Barlow parking off Morris Street as well as at The Grange.

- The festival will offer a shuttle service roughly every 20 minutes through the loop of The Grange > Ives Park > Depot Street main stage > Downtown parking area > Barlow overflow parking on Morris > community center.
- The Farmers Market parking on Sunday will not be blocked; the Farmer's Market will still be using it. The applicant is in contact with Barbara Hom about this, and they have an agreement. There will be adequate signage for where to park on all days, and special signs for where to park on Sunday
- Traffic plan (see attached traffic mitigation plan)

### **Sound:**

- The depot stage is folk/americana music, no loud bass, and a family friendly low volume area. This daytime stage will be set to the back of the lot to help mitigate sound interruption for the barlow/rialto
- We are happy to monitor the Db levels with a meter outside the rialto and can turn it down if anyone including the theater complains during the event. Our estimate is a 2x increase in volume compared to the normal farmers market stage levels.
- We will use 100 hay bales for seating and as sound barriers on the lot
- There will be a sound damping fabric on the fencelines

### **Improvements to the site:**

- We will be improving the site with adding gravel, filling holes and doing light grading to make sure that there are no trip hazards.
- The point of this event is to raise money to make this lot more usable for ongoing community gatherings by ourselves, the city, chamber ect.
- All trash and clean up will be done by Green Mary under contract for all stages.
- Site will be highly improved after event

### **ABC/Alcohol:**

- Majority of Alcohol is intended to be at the Barlow restaurants/bars, other restaurants in town, as we want to drive engagement with the town itself.
- Community Center already has approval to sell alcohol at their events so there will be alcohol there.
- No alcohol at Ives Park as this is the yoga zone.
- Possible to have a 21+ gated wine tasting area at the Depot Street main stage pending ABC approval for this. No alcohol sales outside of this fenced area.

### **City Sponsorship:**

- Although it is our goal to work directly with you ongoing with the use of this lot as a temporary parklet. For now we do not request any formal sponsorship of this event as it is very last minute to do so.
- That being said, if the city wants to do anything promotion wise regarding the support of the ongoing use of the lot for community events at or after the scheduled festival we would be happy to include that in our promotional materials.

### **Set up and break down:**

- Rough estimate is 2 weeks before Seb. Arts will be removing the art Installations from the lot and we will begin light grading and site improvements.
- 1 week before on Monday or Tuesday we will begin setting up the stage.
- Vendor booths will be set up around 6am on the 24th and taken down the night of the 26th
- Site will be cleaned up by evening of the 27th.
- Stage will be removed by the 28th
- Site back to normal appearance on 30th.

### **Event Mangers:**



-Each stage has its own management team and the total festival has its own management teams:

**Main event managers:**

Jonathan Pinkston, Debra Gusti, Sooz Sykes, Claire Thompson

**Depot stage team:**

Buckminster Barrett, Maz Karandish, Carlo Fuentes

**Bhakti Ives stage:**

Mark abodi, Bella Silberfein, Kakouti Khamda

**Restaurants:**

-We will use a web app for ticket holders to drive traffic to local food locations, some of which will have special menus or discount codes for participants.

**Vendors:**

- 60 vendors with 10x10 tents will be at the festival
- 40 on Brown Street
- 10 inside the Hotel lot
- 10 at ives park
- All vendors will pay \$31.00 for vendor business licenses.

**Electrical:**

- Main stage will have an electric silent power generator(battery)
- This power system will also power some booths at depot st.
- All other stages/areas have power
- Vendors for the most part will not have power just like the farmers market

**Camping:**

-Camping is all at offsite glamping or open camping spaces outside city limits and we are offering links to these locations for booking.

-No camping is being publicized as offered/allowed in city limits during event

**Size of event:**

-Event will be 1-2,000 people over the weekend

-This does not include general traffic in town for markets, barlow etc

-People can buy 1-3 day passes

-Estimating 3-4,000 in town that weekend

**Security:**

-Daytime we will have 10 people at all times on volunteer security duty: Checking wristbands, monitoring parking and traffic flow, observing backstage and vendor areas

-Nighttime we will have 2 guards at each stage: depot and ives. 7pm-7am to ensure that equipment and booths are safe

-Also these areas will be fences and locked at these times

## **Traffic Mitigation Plan: Brown Street Closure for Sebastopol Bloom Festival Sebastopol, California**

**Dates and Times:** October 24, 2025, 6:00 AM – October 26, 2025, 10:00 PM

**Location:** Brown Street, Sebastopol, CA (specific segment closed to vehicles, open to pedestrians)

### **Event: Sebastopol Bloom Festival**

#### **1. Purpose**

This plan manages traffic and ensures safety during the temporary closure of Brown Street to vehicular traffic for the Sebastopol Bloom Festival, while allowing pedestrian access. The goal is to minimize traffic disruptions, ensure pedestrian safety, and support festival operations.

#### **2. Scope of Closure**

- Street Affected: Brown Street (assumed between Main Street and Jewell Avenue; confirm with City of Sebastopol).
- Closure Details: No vehicular traffic from 6:00 AM on October 24, 2025, to 10:00 PM on October 26, 2025. Pedestrian access maintained for festival activities.
- Rationale: Closure supports festival setup, vendor areas, performances, and pedestrian movement.

#### **3. Traffic Management Strategies**

##### **A. Detour Plan**

- Primary Detour Routes:
  - Local traffic: Will Use Depot, McKinley & Petaluma Ave to access all sides of the lots.
  - East bound Traffic on McKinley: can be directed through the Barlow to Morris st to easily get back to HWY 12 headed east
  - West bound Traffic: Unaffected on HWY 12 headed west from town.
- Signage:
  - Install detour signs at intersection of Brown & McKinley, Depot & Brown
- Traffic Flow Monitoring:
  - Deploy parking assistant volunteers at key intersections: Brown & McKinley, Depot & Brown during peak hours (10:00 AM–8:00 PM).
  - Coordinate with Sonoma County Sheriff's Office for support if needed. (Unlikely as Brown is not a heavily used street.)

##### **B. Pedestrian Safety**

- Barriers and Signage:
  - Install cones or water-filled barriers to separate pedestrian zones from open roads.
  - Place "Pedestrian Access Only" and "No Vehicle Entry" signs at Brown Street entry points.
- Festival Zone Safety:
  - Designate pedestrian walkways on Brown Street with cones or tape.

- Station festival volunteers or security to monitor pedestrian flow.

### **C. Public Transit Adjustments**

- Shuttle Services:
  - Festival shuttles from parking areas and stages every 20 mins)

### **4. Parking Management**

- Alternate Parking:
  - Direct attendees to park at Sebastopol Plaza, Fiesta Shopping Center, or Barlow event parking lot.
  - Provide signage and festival maps for parking locations.
- Resident Access:
  - Not an issue as there are no obstructed properties

### **5. Communication Plan**

- Public Notification:
  - Announce closure via City of Sebastopol website, social media,
- Emergency Services:
  - Notify Sebastopol Fire, Police, and hospitals by October 1, 2025, for emergency access routes.

### **6. Implementation Timeline**

- Sept 1–10, 2025: Finalize permits; notify emergency services and transit.
- October 10–15, 2025: Distribute notifications;
- October 22–23, 2025: Set up message boards and detour signs.
- October 24, 6:00 AM: Close Brown Street; install barriers and signage.
- October 26, 10:00 PM: Reopen Brown Street; remove barriers by October 27, 2025.

### **7. Monitoring and Contingency**

- Monitoring:
  - Assign a festival traffic coordinator to monitor conditions.

### **8. Contact Information**

- City of Sebastopol Public Works: (707) 823-8597, [publicworks@cityofsebastopol.gov](mailto:publicworks@cityofsebastopol.gov)
- Sebastopol Bloom Festival Organizer: 7073988208 [sebastopolbloom@gmail.com](mailto:sebastopolbloom@gmail.com)
- Sebastopol Chamber of Commerce, (707) 823-3032, [info@sebastopol.org](mailto:info@sebastopol.org)
- Emergency Services: 911 or Sebastopol Police, (707) 829-4400

**From:** Loretta [REDACTED]  
**Sent:** Saturday, September 13, 2025 3:12 PM  
**To:** planning@cityofsebastopol.org  
**Cc:** City Council <citycouncil@cityofsebastopol.gov>  
**Subject:** Bloom Festival

September 13, 2025

**Subject: Opposition to Use Permit for Bloom Festival**

Dear Planning Commissioners,

I am writing as a business owner on Morris Street and a resident of Sebastopol to formally oppose the approval of a use permit for the proposed Bloom Festival.

The event was advertised publicly before any permits were issued, suggesting a disregard for the required process. To date, there is no indication that appropriate security has been arranged. Promotional materials have also used business logos and the Chamber of Commerce logo without authorization or their endorsements.

Further, inaccurate claims have circulated about a public park on private property slated for a hotel, as well as an over-street bridge connecting to a nearby ice cream parlor—none of which have been reviewed or approved by the city. I am also concerned that permits from the Police and Fire Departments may not have been secured.

As a merchant, I strongly object to allowing overnight camping on our street. Our city is working hard to attract and retain quality businesses, approving an unvetted, poorly planned event risks damaging that effort and the image of our town.

For these reasons, I respectfully urge the Planning Commission to **deny the use permit** for this festival until proper planning, permitting, and community input have been addressed.

Thank you for considering the concerns of local businesses.

Sincerely,  
Loretta & Chip Castleberry  
Coaches Corner Fitness