



CITY OF SEBASTOPOL CITY COUNCIL

AGENDA ITEM REPORT FOR MEETING OF: February 3, 2026

To: Honorable Mayor and City Councilmembers
From: Police Chief Sean McDonagh
Responsible Department: Police
Subject: Approval of Resolution authorizing the closure of Main Street during the 2026 Apple Blossom Parade, Saturday, April 25, 2026, the use of the South High Street Parking Lot for the Apple Blossom Festival and suspending section 201 of ordinance no. 696 during the 2026 Apple Blossom Festival, Saturday, April 25 and Sunday, April 26, 2026.
 Applicant: Sebastopol Area Chamber of Commerce, Myriah Volk, Executive Director

RECOMMENDATION:

This item is to request that the City Council Consider and Approve the Request from the Sebastopol Area Chamber of Commerce for Approval of Resolution authorizing the closure of Main Street during the 2026 Apple Blossom Parade, Saturday, April 25, 2026, the use of the South High Street Parking Lot for the Apple Blossom Festival and suspending section 201 of ordinance no. 696 during the 2026 Apple Blossom Festival, Saturday, April 25 and Sunday, April 26, 2026. The approval of the Resolution is required prior to applying to obtain the necessary permits for the temporary closure of portions of state highways 116 and 12 and the rerouting of traffic on a portion of state highway 12 which allows the parade to occur.

PROCESS OF AGENDA ITEM:

1. If item remains on consent, no presentation of item is required. Item would be approved as a consent calendar item.
2. If item is removed from the consent calendar; item would be placed at the end of the regular agenda items or as otherwise determined by the Mayor for discussion following the process below:
 - a. Presentation of agenda item by the Requestor or Responsible Department
 - b. Questions and discussion from Councilmembers
 - c. Public comment period
 - d. Council deliberation and motion

EXECUTIVE SUMMARY:

The Sebastopol Area Chamber of Commerce is requesting City Council approval of a resolution authorizing the temporary closure of Main Street for the 2026 Apple Blossom Parade, the use of the South High Street Parking Lot for the Apple Blossom Festival, and the suspension of Section 201 of Ordinance No. 696 during the festival dates of April 25–26, 2026. Approval of this resolution is required in order for the Chamber to apply for and obtain necessary permits from Caltrans for the temporary closure of portions of State Highways 116 and 12 and the rerouting of traffic on a portion of State Highway 12. The Apple Blossom Parade and Festival are long-standing annual community events that celebrate Sebastopol's heritage, draw significant community participation, and provide economic benefits to local businesses. Council approval will allow the permitting process to proceed and enable the event to occur as planned.



BACKGROUND:

Each year, the Sebastopol Area Chamber of Commerce requests approval from the City of Sebastopol to conduct the Apple Blossom Parade and Festival. The parade takes place along Main Street, which is part of State Highway Route 116, and therefore requires City approval prior to submitting permit applications to the California Department of Transportation (Caltrans). In addition, the Chamber requests authorization to use City-owned facilities, including the South High Street Parking Lot, and to temporarily suspend certain municipal code requirements related to vendor licensing during the festival.

The Apple Blossom Parade and Festival have been held for many decades and are recognized as signature community events that celebrate Sebastopol's history, culture, and agricultural heritage.

DISCUSSION:

The Annual Apple Blossom Parade will be held on Saturday, April 25, 2026 and the Apple Blossom Festival will be held on Saturday, April 25 and Sunday, April 26, 2026. For these events, the Sebastopol Area Chamber of Commerce has requested permission for the following:

- Permission from the City Council to close Main Street to hold the parade on Saturday, April 25, 2026; The Chamber will be required to obtain a City Encroachment Permit through the Public Works Department and meet all City insurance and safety requirements. In addition, Caltrans permits will be required for the temporary closure of portions of State Highway Route 116 and for traffic control and rerouting on State Highway Route 12. Coordination with the Police Department and other City departments will occur as part of the permitting process.
- Permission from the City Council to use the South High Street Parking Lot for the Apple Blossom Festival.
- The licensing of solicitors, street peddlers, and vendors be suspended on April 25 and 26, 2026, for the Apple Blossom Festival.

STAFF ANALYSIS: This traditional event has been taking place for many years and is part of the fabric of the community. The parade and festival draws thousands of people together both from within the Sebastopol community and from outside the area and highlights the character of our community. It provides economic opportunities for people to frequent our town's shops and businesses and to experience what Sebastopol has to offer. It is a highlight for our community each year and as such should continue in 2026 by passing this resolution. Should the resolution not be passed, the necessary permitting from Caltrans cannot be obtained and the parade cannot take place.

Staff finds that the requested actions are consistent with past City Council approvals for this annual event and that appropriate safeguards, including insurance requirements and interdepartmental coordination, are in place through the permitting process. Approval of the resolution will allow the event to proceed in 2026 and ensure that all required state and local permits are obtained.

CITY COUNCIL GOALS / PRIORITIES / GENERAL PLAN CONSISTENCY

Goal 4: High-Performance Organization

Restoring public trust through transparent and inclusive processes

Improving public communications and community engagement

PUBLIC COMMENT: As of the preparation of this staff report, no public comments have been received. Any written public comments received after publication will be provided to the City Council as supplemental materials



City of Sebastopol

prior to or at the meeting. Members of the public may also provide oral comments during the public comment portion of the agenda item.

PUBLIC NOTICE: This item was noticed in accordance with the Ralph M. Brown Act and was made available for public viewing and review at least 72 hours prior to the scheduled meeting.

FISCAL IMPACT: There is no additional fiscal impact associated with the passage of this resolution. If the City receives any fee waiver requests for this event, that will be agendized for a future City Council Meeting for consideration.

RESTATED RECOMMENDATIONS/OPTIONS: That the City Council approve the resolution which will allow for the permitting application process for the parade and festival to occur.

OPTION(S): That the City Council does not pass the resolution which will result in the cancellation of the parade and festival.

ATTACHMENTS:

- Resolution Authorizing Temporary Street Closures, Use of City Property, and Suspension of Ordinance for the 2026 Apple Blossom Parade and Festival
- Letter from the Sebastopol Area Chamber of Commerce

APPROVALS:

Department Head Approval: Approval Date: 1/26/2025

CEQA Determination (Planning): Approval Date: N/A

The proposed action is not subject to review under the California Environmental Quality Act (CEQA).

Administrative Services/Financial Approval: Approval Date: 1/26/2025

Costs authorized in City Approved Budget: Yes No

Account Code (if applicable) _____

City Attorney Approval: Approval Date: 1/26/2025

City Manager Approval: Approval Date: 1/26/2025

RESOLUTION NO. XXXX-2026

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 25, 2026 AND THE USE OF THE SOUTH HIGH STREET PARKING LOT FOR THE 2026
APPLE BLOSSOM FESTIVAL AND SUSPENDING SECTION 201 OF ORDINANCE NO. 696
DURING THE 2026 APPLE BLOSSOM FESTIVAL, SATURDAY, APRIL 25 AND SUNDAY, APRIL
26, 2026

WHEREAS, the Sebastopol Area Chamber of Commerce has requested the Council to designate Saturday, April 25, 2026 for the Apple Blossom Parade and to procure necessary approval to allow a parade to be held and conducted on April 25, 2026, by said Chamber upon MAIN STREET (STATE HIGHWAY 116); and

WHEREAS, the Sebastopol Area Chamber of Commerce has requested that Main Street, between Healdsburg Avenue and Calder Avenue, be closed for the annual Apple Blossom Parade; and

WHEREAS, the Sebastopol Area Chamber of Commerce has requested the use of the South High Street parking lot for the Apple Blossom Festival; and

WHEREAS Section 201 of Ordinance 696 provides among other things, the 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 that it is in best interest of the community and the city that the annual Apple Blossom Parade and Festival event proceed.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED AS FOLLOWS:

1. Sebastopol City Council grants permission to the Sebastopol Area Chamber of Commerce to hold and conduct a parade (Apple Blossom Parade) on Saturday, April 25, 2026; and
2. Sebastopol City Council 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 10:00am to 1:00pm on Saturday, April 25, 2026; and
3. Sebastopol City Council grants permission to the Sebastopol Area Chamber of Commerce to use the South High Street parking lot for the Apple Blossom Festival, Saturday, April 25 and Sunday, April 26, 2026; and
4. The licensing of solicitors, street peddlers, and vendors shall be suspended on April 25 and 26, 2026, 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; and
5. The Council does hereby order that the Sebastopol Area Chamber of Commerce work with the Sebastopol Police and Sebastopol Public Works Departments for control or detour of public traffic as may be necessary for the safe and expeditious movement of public traffic and for the safety of the participants in the parade; and

6. That certified copies of this resolution, together with other necessary transmittal documents, are directed to be forwarded to the Department of Transportation of the State of California.

The above and foregoing Resolution was duly passed, approved, and adopted at a meeting by the City Council on the 3rd day of February 2026.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the City of Sebastopol City Council by the following vote:

VOTE:

Ayes:

Noes:

Abstain:

Absent:

APPROVED: _____
Mayor Jill McLewis

ATTEST:

Mary Gourley, Interim City Manager/City Clerk, MMC

APPROVED AS TO FORM:

Alex Mog, City Attorney

Exhibit A

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 transferable.

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 suspen-
sion 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 circum-
stances 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.

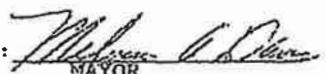
C. All successful applicants shall be required to pay an additional fee to be determined by said resolution to reimburse the City for the additional clean-up expenses which will be incurred during said period.

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.

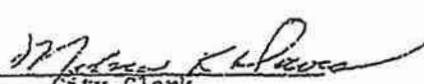
IN COUNCIL DULY PASSED this 6th day of March, 1978.

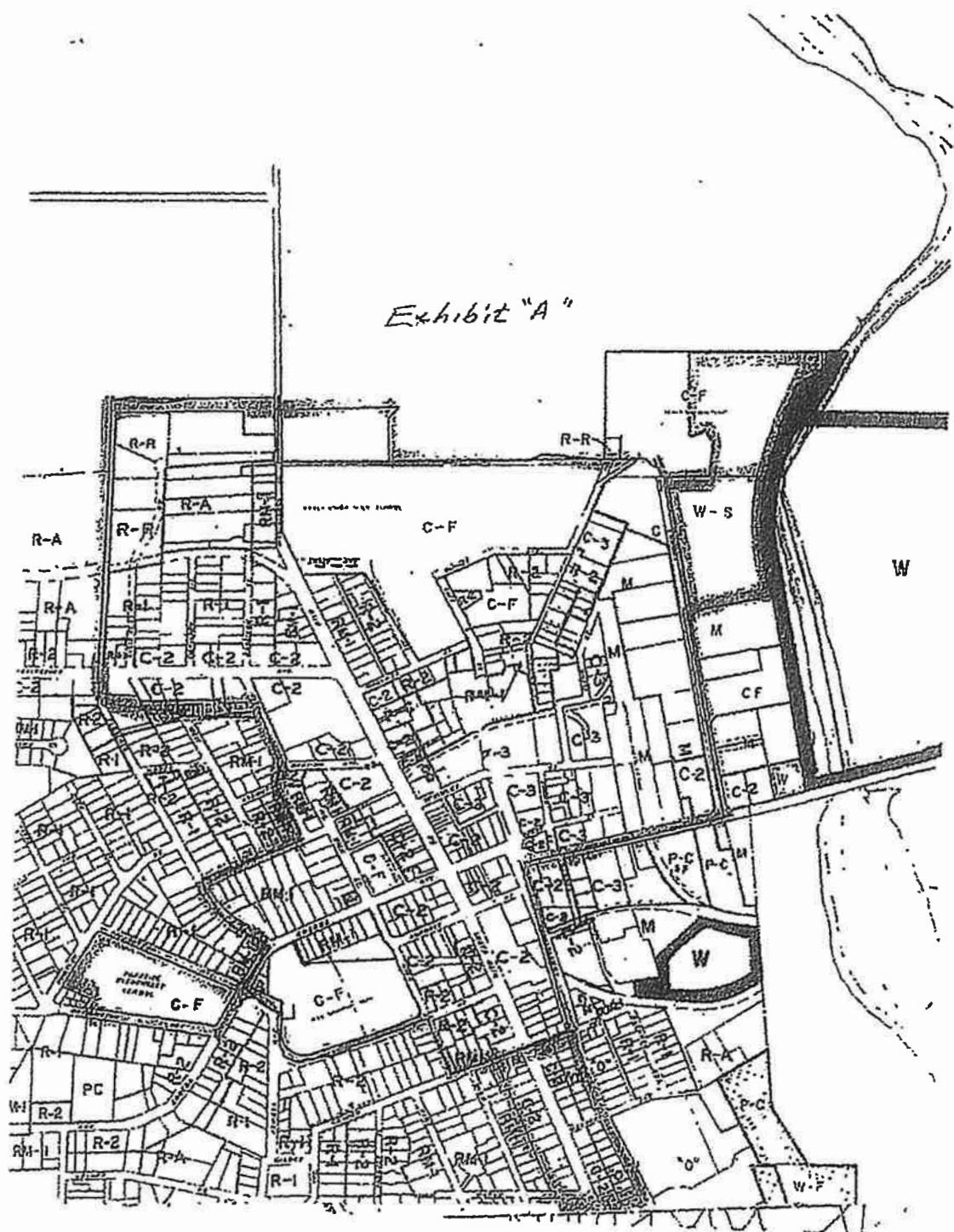
APPROVED: 
MAYOR

AYES: 3 Councilmen Klinker, Lukas and Mayor Davis

NOES: 1 Councilman Shatto

ABSENT: 1 Councilman Miller

ATTEST: 
City Clerk



CHAMBER OF COMMERCE
& VISITOR CENTER



Vibrant Community. Unique Destination.

January 22, 2026

Re: Apple Blossom Parade April 25, 2026

Dear Chief McDonagh,

The Sebastopol Chamber of Commerce and Visitor Center does hereby request permission for the following items regarding the Apple Blossom Parade & Festival.

Permission to hold the parade on Saturday, April 25, 2026, on Main Street from 10:00 am to 12:00 PM.

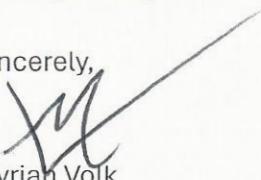
Permission to close High St. between Willow St. & Bodega Ave. on April 24 starting at 8:00 am through April 26, 2026, at 8:00 pm.

We will continue to work closely with City Hall, the Police, Fire and Public Works Departments. We will also provide the city with an insurance certificate naming the City of Sebastopol as additionally insured.

If you have any questions, please do not hesitate to call us at (707) 823-3032.

Thank you for your consideration of the above requests.

Sincerely,


Myriah Volk
Executive Director