

CITY OF YUBA CITY
STAFF REPORT

Date: June 16, 2020
To: Honorable Mayor & Members of the City Council
From: Public Works Department
Presentation by: Diana Langley, Interim City Manager/Public Works Director

Summary

Subject: Plumas Street Marketplace
Recommendation: Discuss and provide direction to staff
Fiscal Impact: FY 19/20 - \$843.90 – In-kind request for street closure
FY 20/21 - \$1,687.80 – In-kind request for street closure or can be addressed through the Community Sponsorship Account

Purpose:

Consider the request from the Downtown Business Association to close Plumas Street between Church Street and Bridge Street on June 27, July 18, and August 8, to allow businesses to expand their storefronts onto the sidewalk and into Plumas Street.

Background:

COVID-19 has had a significant impact on businesses, and with current public health guidelines in place, businesses are encouraged to find innovative ways to conduct business.

The Downtown Business Association submitted a letter (Attachment 1) proposing a “Plumas Street Summer Marketplace” (Marketplace). The Marketplace is a strategy that would allow Plumas Street businesses to expand their storefronts onto the sidewalk and the street to allow for re-engagement with customers, while adhering to public health guidelines. The Marketplace is scheduled for three Saturdays, June 27, July 18, and August 8, from 10:00 am to 5:00 pm.

Analysis:

The DBA is requesting to close Plumas Street from Church Street to Bridge Street. The letter also identifies protocols that will be put in place to adhere to public health guidelines. If Council supports the Marketplace concept, staff suggests that the support be contingent upon the approval of the Bi-County Public Health Officer, Dr. Luu.

Fiscal Impact:

The DBA is requesting to utilize the \$7,500 that the City already contributed for the now canceled 2020 Summer Stroll for the three Marketplace events. In addition, the DBA is requesting that the City provide in-kind services to close Plumas Street, which totals an additional \$2,531.70. For FY

19/20, the in-kind sponsorship of \$843.90 would come from the Street Division budget. For FY 20/21, the \$1,687.80 in-kind contribution could either be allocated to the Community Sponsorship Account or the Street Division budget.

Alternatives:

Do not support the Marketplace concept.

Recommendation:

Discuss the request from the Downtown Business Association for the Plumas Street Summer Marketplace and provide direction to staff.

Attachment:

1. DBA Letter

Prepared & Submitted by:

/s/ Diana Langley

Diana Langley
Interim City Manager/Public Works Director

Reviewed by:

City Attorney

[SLC by email](#)

ATTACHMENT 1



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To: Mayor Harris
Vice Mayor Boomgaarden
Councilmember Espindola
Councilmember Cardoza
Councilmember Shaw
Re: Plumas Street Summer Marketplace
Fr: Plumas Street Downtown Business Association

Date 06-12-2020

Dear Councilmembers,

We, the Downtown Business Association, are writing you to propose a strategy that would allow Plumas Street businesses to re-engage with their customers in a unique way, while adhering to public health guidelines. We are proposing a Plumas Street Summer Marketplace that would take place on the following dates: Saturday June 27 10:00a- 5:00p; Saturday July 18 10:00a- 5:00p; August 8 10:00a- 5:00p

The Plumas Street Summer Marketplace would consist of closing Plumas Street from Church Street to Bridge Street. This would allow businesses to expand their store fronts onto the sidewalk and into Plumas Street and allow for greater opportunities of social distancing. We would not open the marketplace to outside vendors, with the exception of booth space for no more than 3 sponsors. Sponsors would receive a 10' by 10' booth space on Plumas Street.

In the interest of public health we would institute the following protocols: No less than 5 handwashing stations positioned throughout Plumas Street; Single use masks available to marketplace customers; Private security to deter large congregations of people

We, the Downtown Businesses Association, seek your endorsement in moving forward with our proposed Summer Marketplace.

Sincerely,

The Plumas Street Downtown Business Association