



CITY OF HEALDSBURG ZONING ADMINISTRATOR MEETING AGENDA

Meeting Date: June 10, 2026
Time: 10:00 AM
City Hall Conference Room One
401 Grove Street, Healdsburg, CA 95448
www.healdsburg.gov

1. CALL TO ORDER / INTRODUCTIONS

2. PUBLIC HEARING

2.a Consideration of Minor Conditional Use Permit Application CUP-0002-2026 for the Flambeaux Tasting Room at 160 Healdsburg Avenue (Mill District Lot 5, Retail Space B), APN 002-870-006

It is recommended that the Zoning Administrator approve Minor Conditional Use Permit Application CUP-0002-2026 based on the suggested findings and subject to the recommended conditions of approval.

3. ADJOURNMENT

Scott M. Duiven, Community Development Director

Posting: This agenda was posted on City bulletin boards and the City's website at least 72 hours prior to the meeting, in accordance with state law.

Availability of Written Materials: All written materials (e.g., staff reports, conditions) prepared for items on this agenda are available for public review at least 72 hours prior to the meeting at the Community Development Department at 401 Grove Street and on the City's website at www.healdsburg.gov. Written materials submitted after the posting of this agenda, but before the Zoning Administrator meeting, will also be made available for public review in the Community Development Department. If written materials are presented to the Zoning Administrator at the meeting, a copy will be made for public review at the meeting.

Disabled Accommodations: The City of Healdsburg will make reasonable accommodations for persons having special needs due to disabilities. Please contact Amanda Gray, Administrative Technician, at Healdsburg City Hall, 401 Grove Street, Healdsburg, California, 707-431-3393, at least 72 hours prior to the meeting, to ensure the necessary accommodations are made.

Public Comments: Persons speaking on items on this agenda are requested to provide their name, address and the subject of their comments. Comments are generally limited to three minutes, however additional time may be granted by the Zoning Administrator as appropriate, depending on the scope of the project.

Appeals: Anyone that does not agree with the Zoning Administrator's decision may appeal the decision to the Planning Commission, provided that a written appeal is filed within ten (10) calendar days from the date of the Zoning Administrator's action.



**CITY OF HEALDSBURG
ZONING ADMINISTRATOR
AGENDA STAFF REPORT**

MEETING DATE: June 10, 2026

SUBJECT: Consideration of Minor Conditional Use Permit Application CUP-0002-2026 for the Flambeaux Tasting Room at 160 Healdsburg Avenue (Mill District Lot 5, Retail Space B), APN 002-870-006

PREPARED BY: Linda Ruffing, Planning Consultant

RECOMMENDED ACTION(S):

It is recommended that the Zoning Administrator approve Minor Conditional Use Permit Application CUP-0002-2026 based on the suggested findings and subject to the recommended conditions of approval.

PROJECT DESCRIPTION

The applicant, Flambeaux Wines, requests approval of a Minor Conditional Use Permit to establish a wine tasting room within Retail Space B of the Mill District Retail & Amenity Building, located at the southeast corner of Healdsburg Avenue and Sawmill Circle. The property owner is Replay Healdsburg, LLC. Flambeaux Wines is a local, family-operated winery seeking to establish a retail tasting presence within the community. Attachment 2 presents the applicant's project narrative.

The proposed tasting room would occupy 477 square feet of interior space and an adjacent 370-square-foot exterior patio, for a total of 847 square feet. The patio is adjacent to The Preserve, a publicly accessible park within the Mill District. Interior improvements include a tasting counter/greeting area, a tasting and clean-up zone, storage, and two single-occupancy restrooms. No changes to the building exterior are proposed. Attachment 3 presents a Plan Sheet illustrating the floor plan for the tasting room and patio and proposed project signage.

The tasting room is proposed to operate seven days a week, from 11:00 a.m. to 9:00 p.m. Public wine tastings would be offered daily during business hours, with wine sold on-site. No food would be prepared on the premises; food service would be provided by caterers or outside vendors. Maximum occupancy at any given time is estimated at 48 guests across the combined interior and exterior space. Parking is provided on-street, as part of the overall Mill District development's shared parking plan.

The tasting room will have ambient background music (with outdoor speakers) during regular business hours. Live music would occur approximately twice per month in conjunction with special events. An outdoor entertainment area is identified on the site plan within the exterior patio.

The applicant proposes four categories of special events, all to be held during regular business hours, with a maximum concurrent attendance of 48 guests and an estimated 150 guests cycling through the venue throughout the day. The four categories are:

- **Wine Club Pick-Up Parties** (maximum 2 per year): Reserved exclusively for wine club members and their guests to collect pre-packed shipments and take advantage of member benefits. Live music and catered food anticipated.
- **Special Events / Community Events** (maximum 2 per month, up to 12 per year): Public events tied to seasonal promotions, holidays, or other visit-incentives. May overlap with wine club or industry events. Live music and catered food anticipated.
- **Private Events** (maximum 2 per month, up to 12 per year): By RSVP invitation only; not open to the general public. Live music and catered food anticipated.
- **Industry Events** (maximum 2 per year): Gatherings for wine industry professionals and business associates, defined as vintner-type wine group associations. Live music and catered food anticipated.

Signage is proposed to conform to the approved Retail & Amenity Building signage program and includes a double-sided powder-coated steel shingle sign hung from window shading louvers, an adhesive window sign, and a building identification sign with illuminated individual letterforms.

SITE AND VICINITY DESCRIPTION

The 9.59-acre Mill District development is centrally located in Healdsburg at the southern gateway to downtown and approximately two blocks from the Healdsburg Plaza. The site is located on the east side of Healdsburg Avenue just south of the roundabout.

The Retail & Amenity Building is currently under construction and is at the southeast corner of Healdsburg Avenue and Sawmill Circle (see [Attachment 3](#)). It is a two-story structure with two ground-floor retail spaces facing Healdsburg Avenue. It includes amenity uses for Mill District residents, including a fitness center, community room, an outdoor pool and spa. The retail space proposed for the Flambeaux tasting room occupies the southern portion of the ground floor and opens onto an exterior patio that adjoins The Preserve, a 0.86-acre publicly-accessible park. Canopy, a 43-unit residential condominium development within the Mill District, is located immediately east of the Retail & Amenity Building and the park.

GENERAL PLAN CONSISTENCY ANALYSIS

The project site is designated Mixed Use (MU) in the Healdsburg 2030 General Plan and is located within the Central Healdsburg Avenue Plan (CHAP) area. The General Plan identifies the central Healdsburg Avenue corridor, including the Mill District, as a priority area for mixed commercial and residential redevelopment. The General Plan's guiding vision for this corridor calls for uses that provide an attractive gateway to the community, serve both residents and visitors, and complement rather than compete with the downtown. A small-format, locally owned wine tasting room is consistent with this vision.

The General Plan describes the Mixed-Use designation as follows:

"This designation provides for nonresidential uses, including retail, office, services, visitor accommodations, public and quasi-public uses when compatible with the overall purpose and character of the designation, and similar and compatible uses that serve residents and/or visitors in a manner that does not undermine the role of the downtown as the commercial center of Healdsburg. Where a mix of uses is proposed on the same site, residential uses shall be designed to minimize impacts on residents from noise and other elements typically associated with a thriving commercial area."

Consistency: A wine tasting room is a retail and visitor-serving use consistent with the range of uses contemplated under the MU designation. The proximity of residential uses within the Mill District development underscores the importance of managing noise and hours associated with the tasting room and events program, consistent with the General Plan's direction that mixed-use residential uses be protected from commercial noise impacts. A condition of approval addressing noise and event management is included in Attachment A to ensure compatibility with adjacent residential uses.

The following General Plan policies and implementation measures are relevant to the proposed wine tasting room.

Policy LU-C-5: Residential neighborhoods shall be protected from encroachments by undesirable non-residential uses.

Consistency: The tasting room is located within the Mill District development and has residential uses on adjacent lots. The proposed hours of operation (11:00 a.m.–9:00 p.m.), maximum occupancy of 48 guests at any given time, and the requirement that all events occur during regular business hours will help prevent conflicts between the two uses. As noted above, a condition of approval addressing noise and event management is included in Attachment A to ensure compatibility with adjacent residential uses.

Policies LU-D-2 and ED-B-2: The City shall seek to provide a diversity of uses within the downtown that serve both residents and visitors and shall avoid an over-concentration of a single type of use.

Policies LU-D-3 and ED-B-5: Development outside of the downtown shall not undermine its role as the commercial center of the city.

Consistency: The proposed tasting room is located outside the traditional downtown core. Its small scale and location within the Mill District's ground-floor retail program are consistent with the intent of these policies. The use will serve both residents and visitors and would not undermine the downtown's role as the primary commercial center.

Implementation Measures LU-14 and ED-14: Study the implications of the proliferation of a single type of use in the downtown (e.g., wine tasting rooms) on the area's diversity and economic health.

Consistency: While these implementation measures specifically reference the downtown, they reflect a broader General Plan concern about over-concentration of wine tasting rooms. The location of the proposed tasting room within the Mill District, which is outside the historic downtown core, helps to distribute visitor-serving wine-related uses more broadly throughout the central Healdsburg Avenue corridor rather than concentrating them around the Plaza.

Policy ED-A-3: Provide for the continuation and expansion of Healdsburg's commercial services to meet the needs of both Healdsburg area residents and visitors.

Policy ED-A-4: Encourage businesses that generate revenues such as transient occupancy tax and sales tax.

Consistency: The proposed tasting room is a small, locally-owned wine business that would generate sales tax revenues and contribute to the visitor-serving commercial activity envisioned for the Healdsburg Avenue corridor.

LAND USE CODE CONSISTENCY ANALYSIS

The project site is zoned Mixed Use (MU). Per the MU District use table (Land Use Code Chapter 20.08, Article VI), a tasting room is a conditionally permitted use subject to the specific use regulations of HMC Section 20.20.075 (Alcoholic Beverage Establishments) and a Conditional Use Permit is required.

HMC Section 20.20.075 (Alcoholic Beverage Establishments). HMC Section 20.20.075 is intended to prevent problems associated with alcohol-related uses, prevent over-concentration of a single type of use, and promote a diversity of uses.

Consistency: The tasting room is proposed by locally-owned winery establishing a single location within the Mill District mixed-use development. There is no over-concentration of alcohol-related uses in the vicinity. The project includes measures to address potential impacts, including a maximum occupancy of 48 guests at any given time, events limited to regular business hours (11:00 a.m.–9:00 p.m.), and no on-site food production. In addition, a special condition is recommended to ensure with HMC Section 20.20.075.I (General Requirements for All Alcoholic Beverage Establishments).

HMC Section 20.20.075.J (On-Site Consumption Requirements). This section of the Code addresses concentration of alcohol consumption establishments, hours of operation, outdoor tasting areas, outdoor amplified music, entertainment and special events and signage.

Consistency: There is no undue concentration of alcohol consumption establishments in the vicinity of the proposed tasting room. The proposed hours are consistent with standard commercial operations and other visitor-serving uses in Healdsburg. The proposal includes an outdoor tasting area (a 370 s.f. exterior patio, shown on [Attachment 3](#)) with ambient background music via outdoor speakers during business hours and live music approximately twice per month. Conditions are recommended to ensure compliance with

the City's Noise Ordinance (HMC Chapter 9.32). Live entertainment and special events would be limited to those specified in the application.

HMC Chapter 20.16, Article IX (Signage). Proposed signage must comply with the Land Use Code signage standards.

Consistency: The proposed signage complies with the approved signage program for the Retail & Amenity Building as established by Design Review permit DR 0004-2024.

HMC Section 20.16.150 (Off Street Parking). Per HMC Section 20.16.150.B.3, the Community Development Director may reduce required parking for multiple land uses on a site when it is demonstrated that shared use of the same parking facilities can occur at different times of day or week. A shared parking analysis prepared by a registered traffic engineer is required to show that no adverse effects would result.

Consistency: An updated shared parking analysis prepared by W-Trans (dated June 2, 2026) evaluates parking supply and demand for the Mill District at full buildout. The analysis updates and supersedes the parking analysis contained in the original Traffic Impact Study for the Mill District and subsequent addenda.

Per HMC Section 20.16.150, the aggregate parking requirement for the Mill District at full buildout is 548 spaces. The Mill District project will provide 492 parking spaces in total. Although this falls short of the aggregate code requirement of 548 spaces (a deficit of approximately 56 spaces, or 9 percent), HMC Section 20.16.150.B.3 allows the Community Development Director to reduce parking requirements for mixed-use developments through a shared parking analysis when it is demonstrated that shared use of parking facilities can occur at different times of day or week. Applying the ULI shared parking model, the estimated peak parking demand at full buildout is 431 spaces on weekends and 414 spaces on weekdays, both occurring at approximately 8:00 p.m.

The wine tasting room generates a code requirement of 9 parking spaces, calculated at the rate of 1 space per 3 seats, based on the indoor seating. For the tasting room specifically, the shared parking analysis estimates peak demand at 19 spaces on weekends and 16 spaces on weekdays. At full buildout, the proposed supply of 492 spaces exceeds the estimated peak demand of 431 spaces by 61 spaces, representing a surplus of approximately 12 percent. The analysis confirms that the tasting room's parking demand is accommodated within the Mill District's shared parking supply. The typical operating scenario — 30 guests and one employee — generates a parking demand consistent with the 9-space code requirement. For special events with up to 48 guests (occurring up to twice per month), the analysis notes that it is not necessary to create permanent parking spaces for infrequent events.

In conclusion, the W-Trans shared parking analysis demonstrates that the proposed parking supply of 492 spaces is adequate to serve all uses within the Mill District at full buildout, including the Flambeaux Wines tasting room. The analysis supports a finding of consistency with HMC Section 20.16.150.B.3.

FINDINGS

Pursuant to HMC Section 20.28.165, the following findings must be made in order to approve a Conditional Use Permit. A summary of the project's consistency with each finding is provided below.

A. The proposed location and operation of the conditional use is in accord with the Healdsburg General Plan and any applicable planned development, specific or area plan.

Consistency: The project site is designated Mixed Use (MU) in the Healdsburg 2030 General Plan and is located within the Central Healdsburg Avenue Plan (CHAP) area. A wine tasting room is a visitor-serving retail use consistent with the range of uses contemplated under the MU designation, which provides for retail, office, services, and similar uses that serve residents and visitors. The proposed use supports General Plan goals and policies that encourage commercial services for residents and visitors, promote businesses that generate sales tax revenues, and recognize wine tasting facilities as an expected component of Healdsburg's visitor economy. The project is small in scale, locally-owned, and located within the Mill District, a master-planned mixed-use development on the Healdsburg Avenue corridor, which the General Plan identifies as a priority area for mixed commercial and residential redevelopment. The proposed use is consistent with the Healdsburg 2030 General Plan and the Central Healdsburg Avenue Plan.

B. The proposed location and operation of the conditional use is consistent with the applicable development standards of this Land Use Code.

Consistency: A tasting room is a conditionally permitted use in the Mixed Use (MU) Zoning District, subject to the specific use regulations of HMC Section 20.20.075 (Alcoholic Beverage Establishments). The proposed use complies with the applicable development standards of the MU District and no changes to the building exterior are proposed. Parking is provided on a shared basis as part of the Mill District development, consistent with HMC Section 20.16.150.B.3. An updated shared parking analysis prepared by W-Trans (June 2, 2026) demonstrates that the Mill District's proposed supply of 492 spaces is sufficient to accommodate peak demand from all uses at full buildout, including the tasting room. The outdoor tasting area, outdoor amplified music, and entertainment and assembly uses proposed by the applicant are not permitted by right but may be authorized by the Zoning Administrator as part of this minor Conditional Use Permit, subject to conditions of approval. As conditioned, the proposed use is consistent with the applicable development standards of the Land Use Code.

C. The proposed location and operation of the conditional use and the conditions under which it would be operated and maintained will not be detrimental to public health and safety or materially injurious to uses, properties or improvements in the vicinity.

Consistency: The proposed wine tasting room is a small-scale, visitor-serving use located within the Mill District. The Mill District project was evaluated for consistency with the Central Healdsburg Avenue Plan EIR (State Clearinghouse No. 2012112011), which concluded that the project would not result in significant environmental impacts not

previously identified or adequately mitigated. The proposed tasting room is a component of the commercial program anticipated within the Mill District and does not represent a new or unanticipated use type.

The primary operational concerns associated with the proposed use (noise from outdoor amplified music and live entertainment, and the concentration of guests during special events) are addressed through conditions of approval that limit hours of operation to 11:00 a.m. to 9:00 p.m. seven days a week, cap maximum concurrent attendance at 48 guests, restrict outdoor amplified music in compliance with the City's noise ordinance (HMC Chapter 9.32). The applicant is also required to maintain a responsible manager on the premises at all times, ensure all employees complete ABC-recognized responsible beverage service training, and take reasonable and practical steps to reduce disruptions resulting in noise complaints.

As conditioned, the proposed tasting room will not be detrimental to public health and safety and will not be materially injurious to uses, properties, or improvements in the vicinity.

ENVIRONMENTAL REVIEW

The project is categorically exempt pursuant to California Environmental Quality Act Guidelines Section 15301 Class 1 – Minor Alterations to Existing Structures or Facilities.

DEPARTMENT COMMENTS

The application was routed to the City's Building, Fire, Electric and Public Works Departments. Conditions of approval from each responding department are included in Attachment 1.

PUBLIC

COMMENTS

As of the date of this report, the City has not received any public comments on this application.

ATTACHMENTS

1. Conditions of Approval
2. Applicant's Project Narrative
3. Plan Sheet
4. Shared Parking Analysis Update (W-Trans; June 2, 2026)
5. Supplemental CUP Application Questionnaire for Alcohol Related Uses

Attachment 1**Conditions of Approval**

Minor Conditional Use Permit CUP-0002-2026
Flambeaux Tasting Room - 160 Healdsburg Avenue - Mill District Lot 5, Retail Space B
June 10, 2026

Community Development Department

1. This Conditional Use Permit is valid only for the specific location and operational characteristics specified in the application. The hours of operation of the tasting room are limited to 11:00 a.m. to 9:00 p.m. seven days a week. No food may be prepared on the premises; food service will be provided by caterers or outside vendors. Maximum occupancy at any given time is 48 guests across the combined interior and exterior space.
2. Special events are limited as follows:
 - Wine Club Pick-Up Parties (maximum 2 per year)
 - Special Events / Community Events (maximum 2 per month, up to 12 per year)
 - Private Events (maximum 2 per month, up to 12 per year)
 - Industry Events (maximum 2 per year)
3. As an Alcoholic Beverage Establishment, the tasting room is subject to the requirements of HMC 20.20.075, including but not limited to the following:
 - A responsible manager or designated employee shall be on the premises at all times during business hours.
 - All employees shall complete an ABC-recognized responsible beverage service training program prior to commencement of operations, or within 90 days of hire. Certificates of completion shall be kept on the premises and available for inspection upon request.
 - The permittee shall comply with all applicable ABC laws and regulations. Suspension of the ABC license may constitute grounds for review or revocation of this Conditional Use Permit.
 - If complaints are received regarding noise disruption, the permittee shall take reasonable and practical steps to reduce the disruptions and to ensure compliance with the City's Noise Ordinance (HMC Chapter 9.32). Said steps may include, but are not limited to, the reduction of the number and/or volume of microphones, amplifiers and speakers; the installation of certain physical improvements designed to attenuate noise generation; and/or a reduction in operating hours or the number of special events.
4. A conditional use permit issued for an alcoholic beverage establishment use that is subsequently abandoned, and replaced by another use, may be revoked consistent with the provisions of HMC 20.28.195. The owner or operator of an alcoholic beverage establishment shall notify the City when the business use ceases operating.

Public Works Department

1. No food cooking is allowed on-site, as proposed. All food shall be prepared off-site and delivered to the site. The proposed glass dishwasher shall be for wine/drink glasses only. A regular dishwasher is not allowed.
2. Submit a product specification sheet for the proposed grease trap with submittal of the building permit application.
3. This retail unit shall be reassessed at the medium strength sewer capacity fee for the wine tasting use as part of the building permit application for the tenant improvement. The original shell permit was assessed at low strength sewer waste. There are sufficient sewer capacity credits available for the Mill District project such that no additional sewer capacity fees will be due with the building permit for this use. Staff will recalculate the remaining sewer capacity fee credits available for the Mill District project site as part of the building permit submitted for this project.
4. Prior to final inspection of the building permit for this project, the applicant shall enter into a site license agreement for the proposed signage overhanging the public sidewalk public right of way along Healdsburg Avenue.

Fire Department

5. Automatic Fire Sprinkler System

- The building is required to be protected with an approved automatic fire sprinkler system in accordance with the 2025 California Fire Code (CFC), NFPA 13, and local ordinances.
- The sprinkler system shall be reviewed, modified, and extended as necessary to accommodate the proposed tenant improvement, including any changes to wall layout, ceiling configuration, or hazard classification.

6. Fire Alarm System

- An approved fire alarm system shall be reviewed and modified as required to serve the new tenant layout in accordance with the 2025 CFC, NFPA 72, and local requirements.
- Device locations, occupant notification, and monitoring shall be verified for the revised floor plan and occupancy.

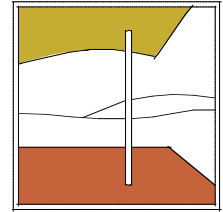
7. Deferred Permits Required

- The following shall be submitted as separate deferred submittals to the Fire Department for review and approval:
 - Fire Sprinkler System Plans
 - Fire Alarm System Plans
- Deferred submittals shall include full hydraulic calculations, device layouts, specifications, and supporting documentation as applicable.

Building Department

8. A building permit is required for the Tenant Improvements.

9. A building permit is required for the wall signs.
10. A permit from Sonoma County Environmental Health may be required for the kitchen.



4/12/26

**RE: Flambeaux Wines
Mill District Tenant Improvement
Retail Space B
Flambeaux**

Project Narrative

Flambeaux Wines proposes to improve the Mill District Amenities Building, Retail B space for their new Wine Tasting Room.

Flambeaux Wines is a Healdsburg area, family run, small wine producer who would like to increase their presence in town and promote the local ambiance and culture. The Mill District location and quality will be a good fit for Flambeaux.

The Wine Tasting Room will occupy the small 477 s.f. interior retail space in the new Mill District building that is under construction and the adjacent 370 s.f. exterior patio space. The patio space is adjacent to the wooded preserve open space.

The Wine Tasting Room may be open to the public 7 days per week from 11:00 a.m. to 9:00 p.m and parking will be provided as part of the Mill District Development. Food will not be produced on premise with any food service being catered or provided by outside vendors.

Please see the attached Supplemental CUP Application Questionnaire for Alcohol Related Uses for the description of proposed event use.

Signage is proposed to be in the general keeping of the Mill District signage program as indicated in the attached drawings.

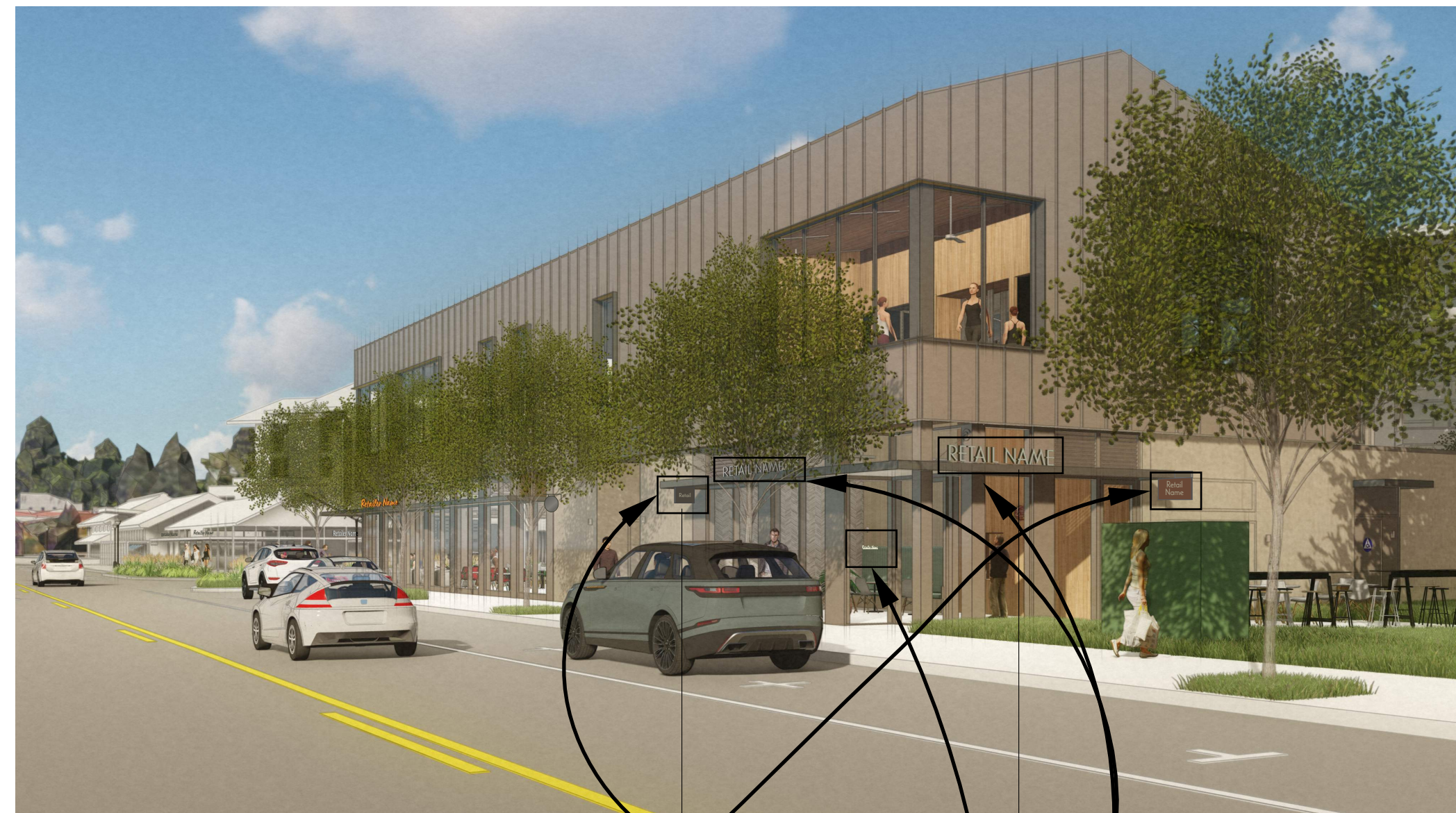
TYPICAL LOT 5 RETAIL SIGNAGE



Identification Sign Conceptual: Shop identification using unique brand typography, expressed with painted or natural color metals.



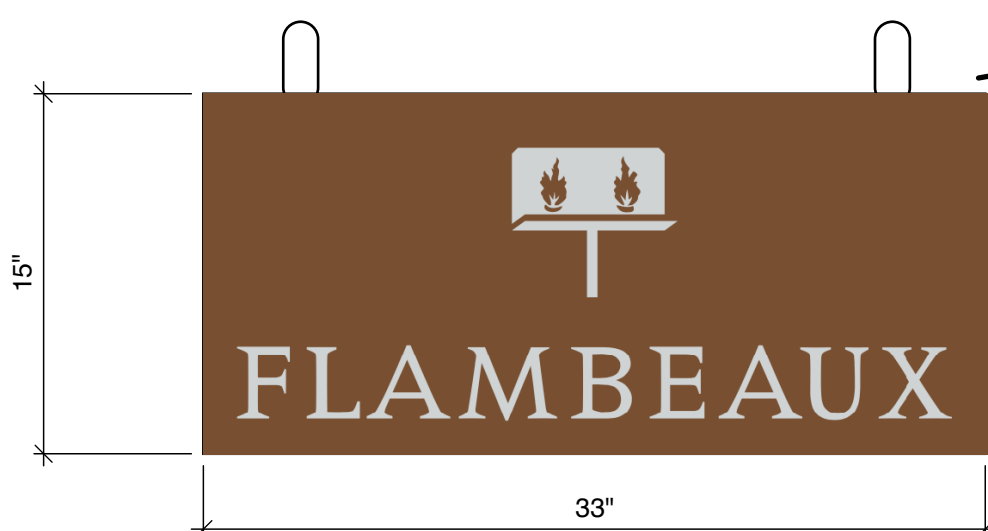
Shingle Sign Conceptual: Shop signage may use individual identities, expressed in character metals, woods, and other natural material palettes.



Shingle Sign (typical): Double-faced projecting sign visible to pedestrian traffic

Identification Sign (typical): Individual letterforms with custom forms. lit from within, placed directly above or adjacent to the front entrance

TYPICAL RETAIL SIGNAGE
MILL DISTRICT LOT 5 | HEALDSBURG, CA
OCTOBER 8, 2024



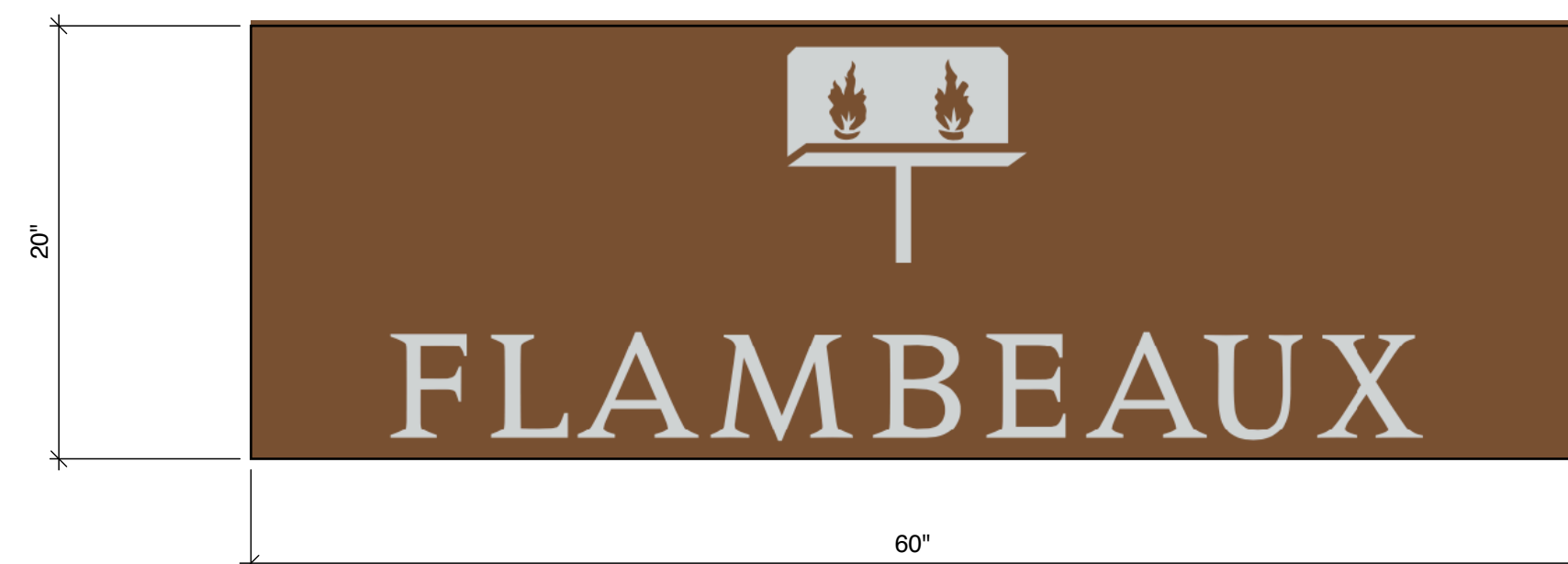
TWO SIDED POWDER COATED STEEL PANEL W/ SILVER COLORED LETTERING HUNG FROM WINDOW SHADING LOUVERS

SHINGLE SIGN



ADHESIVE WINDOW SIGN

WINDOW SIGN



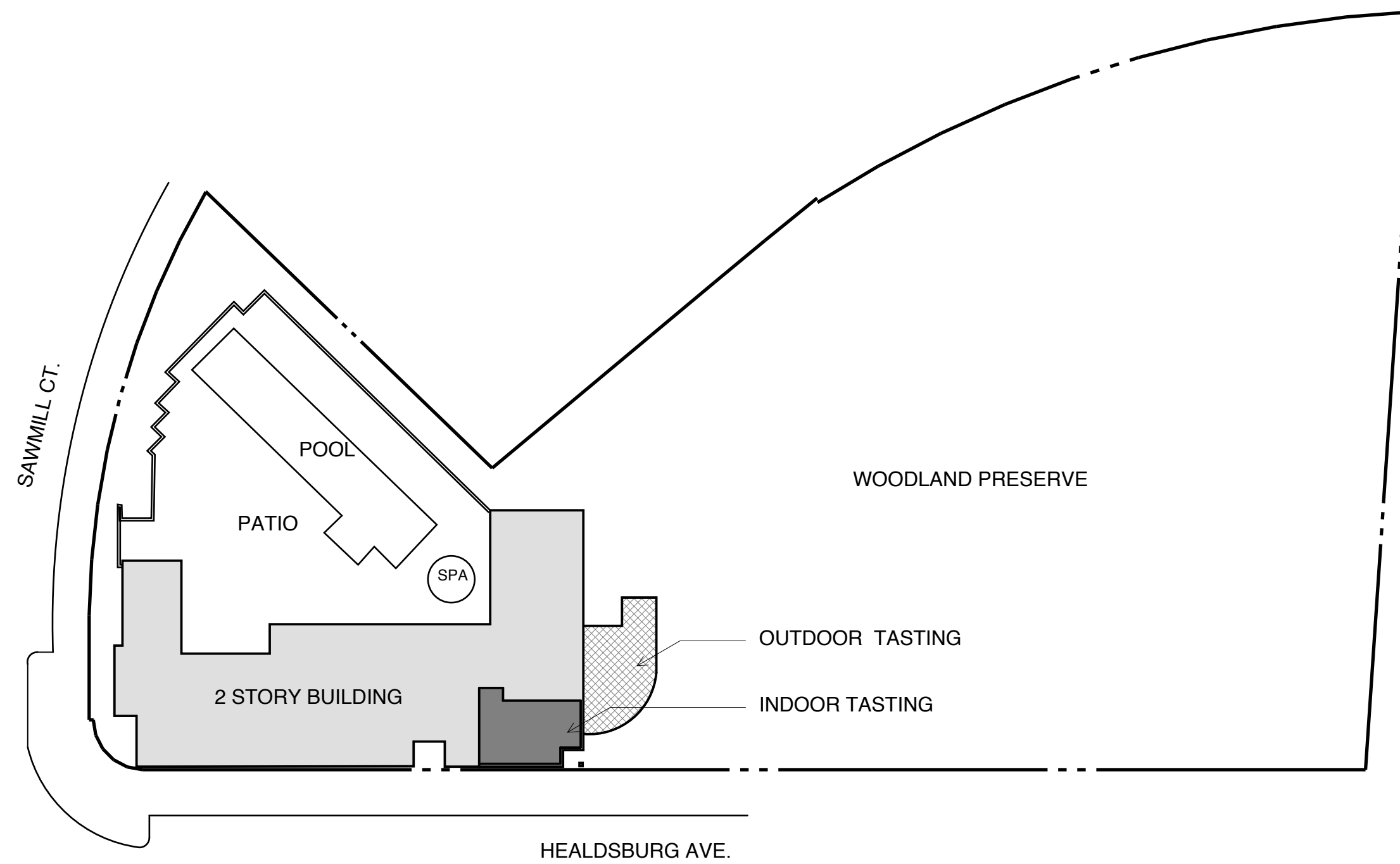
TWO SIDED POWDER COATED STEEL PANEL W/ SILVER COLORED LETTERING

SIGN LIGHT OR SIMILAR 2700K, ADJUSTABLE, MOUNTED ABOVE WINDOW SHADE LOUVER ILLUMINATING UP ON TO SIGN FACE

IDENTIFICATION SIGN

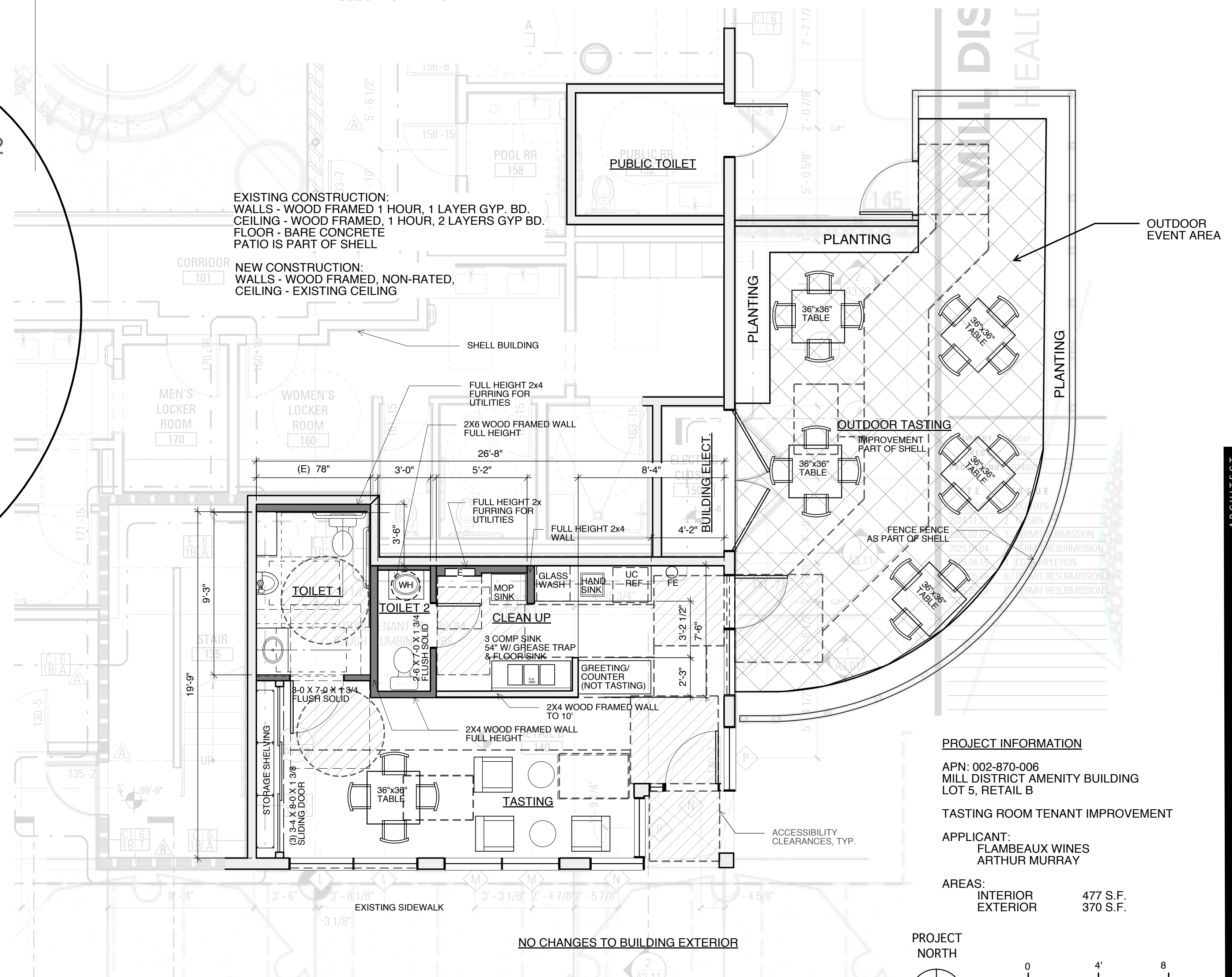


Signage



Site Plan

Scale: 1/32" = 1'-0"



EXISTING CONSTRUCTION: WALLS - WOOD FRAMED 1 HOUR, 1 LAYER GYP. BD. CEILING - WOOD FRAMED, 1 HOUR, 2 LAYERS GYP BD. FLOOR - BARE CONCRETE PATIO IS PART OF SHELL

NEW CONSTRUCTION: WALLS - WOOD FRAMED, NON-RATED, CEILING - EXISTING CEILING

PROJECT INFORMATION

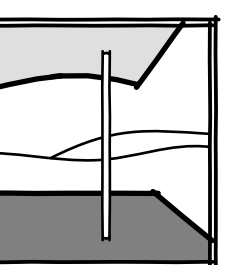
APN: 002-870-006
MILL DISTRICT AMENITY BUILDING
LOT 5, RETAIL B

TASTING ROOM TENANT IMPROVEMENT

APPLICANT:
FLAMBEAUX WINES
ARTHUR MURRAY

AREAS:
INTERIOR 477 S.F.
EXTERIOR 370 S.F.

CUP SUBMITTAL



Neil Peoples
Architecture

1275 4th. St., #233
Santa Rosa, CA 95404
e-mail: nparch@nparch.biz
707.568.3282

PROJECT TITLE

FLAMBEAUX WINES
TASTING ROOM @
THE MILL DISTRICT
RETAIL B

SHEET TITLE

Floor Plan
Signage

SHEET NUMBER

A1.1



June 2, 2026

Mr. Mike McCone
Replay Healdsburg, LLC
105B Plaza Street
Healdsburg, CA 95448

Parking Analysis for the *Traffic Impact Study for the Mill District*

Dear Mr. McCone;

Further changes to the Mill District project have occurred since W-Trans completed the third addendum to the *Traffic Impact Study for the Mill District*, W-Trans, March 1, 2018 (TIS). These changes affect the number of proposed housing units, ancillary hotel amenities, and commercial square footage to be included in the project. The following analysis replaces information in the parking analysis chapter of the TIS and the subsequent "Addendum to Parking Analysis in the *Traffic Impact Study for the Mill District*," W-Trans, December 11, 2018, "Addendum #2 to Parking Analysis in the *Traffic Impact Study for the Mill District*," W-Trans, August 16, 2019, and "Addendum #3 to Parking Analysis in the *Traffic Impact Study for the Mill District*," W-Trans, February 14, 2020. It is noted that while the previous addenda used the Urban Land Institute's *Shared Parking*, 2nd Edition to calculate shared parking demand, this report utilizes the more recent *Shared Parking*, 3rd Edition.

Summary Findings

The Mill District project is expected to create a total of 492 parking spaces based on the current master plan. Using standardized methodology to determine the parking demand generated by the various uses at Mill District, peak parking demand at full buildout is estimated to be 414 spaces on weekdays, and 431 spaces on weekends. The proposed parking provided at Mill District therefore creates a parking surplus relative to anticipated demand. The expected peak demand and proposed parking at Mill District are both below the aggregate parking requirement for the Mill District project per the City of Healdsburg Municipal Code, which indicates a total parking requirement of 548 spaces. In recognition that different land uses generate parking demand at different times of the day or week, the Municipal Code allows for a reduction in these overall parking requirements based on shared parking considerations. A mixed-use development such as the Mill District is an appropriate application of shared parking given the variety of uses within the project. With a range of different land uses, each with varying levels of parking demand over the course of each day, and in close proximity, motorists can park once and access multiple land uses, requiring fewer parking spaces than would be needed if users drove to each location. This combination and proximity of land uses creates a much more efficient parking system with spaces able to "turn over" multiple times in a day and is typical of many downtowns.

By applying the Urban Land Institute's shared parking model to the uses within Mill District, the model suggests a 13 percent reduction in peak parking demand (from 494 to 431 spaces) as compared to a scenario in which all of the site's proposed uses are stand-alone and do not benefit from the sharing of parking spaces. Both peak demand estimates are significantly less than the City's Code requirement of 548 spaces.

Changes to the Project Description

The project as evaluated in the TIS included 140 condominiums, 48 apartments, a 53-room hotel, 12,500 square feet of retail space, and a 2,500 square foot tavern in the Full Build Out. This was subsequently updated with Addendums 1-3.

The project plan as summarized in the Master Conditional Use Permit (Conditional Use Permit Amendment CUP 2017-12.01, "the CUP") consists of 138 condominiums, 70 apartments (40 of which would be affordable and 30 middle-income), a 53-room hotel, and 5,900 square feet of total commercial space, of which 947 square feet will

be a wine tasting room with 27 seats. The tasting room is anticipated to have a typical peak occupancy of 30 guests and one employee, but can increase to 48 guests for special events, which could occur up to twice per month (although it is not necessary to create permanent parking spaces for infrequent events). The hotel includes a 2,100 square foot restaurant, a 1,400 square foot meeting space, a 1,200 square foot bar/lounge, a 1,500 square foot spa, 1,600 square feet of commercial. Phase 1 consists of 43 condominiums and 41 apartment units. The affordable apartments and the 43 condominiums in Phase 1 have been completed. Phase 2 consists of 12 condominiums and 4,400 square feet of retail and amenity space, and the 53-room hotel (all components). Phase 3 would be comprised of 83 condominiums and 29 middle-income apartment units.

Parking Requirements per Land Use Code

Off-street parking supply requirements are based on the City of Healdsburg Municipal Code, Chapter 20.16.150; Off-Street Parking and Loading Requirements. Additionally, because the proposed project would provide up to 40 affordable apartment units, the proposed project is eligible for a density bonus under State Assembly Bill 744 (AB 744), which has been received. Based on the State’s density bonus concessions as documented in the CUP, the 40 affordable apartments are required to be supplied with parking at a rate of one space per unit. Based on the City’s and State’s requirements, the proposed project would need to provide a minimum total of 548 spaces. With a planned supply of 492 spaces, the supply would not meet the City’s requirements, with a deficit of 56 spaces, or 9 percent.

The hotel restaurant, bar, and spa were considered separately from the hotel to present a conservative analysis but would largely serve as ancillary uses to the hotel and its guests. The hotel’s meeting area was not included in either of the calculations as this area has been limited in size to prevent it from being used as an entertainment and assembly venue, as stipulated in the CUP and would therefore be an ancillary use for hotel guests. The City requirements are shown in Table 1 for reference.

Table 1 – Parking Requirements, Total Build Out			
Land Use	Units	City Requirements	
		Rate	Spaces Required
Condominiums – Owner-Occupied	138 du	2.0 per unit + 1.0 guest space per 3 dwelling units	322
Apartments (Affordable)	40 du	1.0 per unit	40*
Apartments (Middle- Income) - Renter-occupied	30 du	1.5 per unit + 1.0 guest space per 3 dwelling units	55
Hotel	53 rooms 20 emp**	1.0 per guest room (or 2 beds) + 1.0 for each 2 employees	63
Hotel Restaurant	49 seats	1.0 per three seats	17
Hotel Bar	64 seats	1.0 per three seats	22
Hotel Spa	1.2 ksf	1.0 per 300 square feet	4
Retail	4.9 ksf	1.0 per 300 square feet	16
Wine Tasting Room	27 seats	1.0 per three seats	9
Total Parking Required			548

Notes: du = dwelling unit; emp = employees; ksf = 1,000 square feet; *Requirement based on State density bonus; **20 employees assumed;

According to Chapter 20.16.15 of the City’s Municipal Code, the number of required parking spaces for multiple land uses on a site may be reduced by the planning and building director in the event it is determined that shared

use of the same parking facilities can occur at different times of the day and/or days of the week. As a result of this, a shared parking and parking demand analysis was performed.

Parking Demand

Parking demand was calculated using the Urban Land Institute (ULI) shared parking methodology which provides hourly rates for the parking demand of various land uses. For a mixed-use development like the proposed project these hourly rates can be combined to determine when peak parking demand will occur. This combined peak demand is almost always lower than the sum when considering the land uses separately because different land uses will have their peak demands at different times, such as a retail store which tends to peak at midday and an apartment building which tends to peak at night. These demand calculations are based on variables such as square footage, number of employees, dwelling units, etc. The ULI model is also able to calculate the added demand of ancillary land uses, such a hotel spa or a hotel conference room, given their square footage.

The ULI model does not have a separate category for a hotel bar, so for the purposes of analysis, it was combined in the ULI "restaurant/lounge" category. The model also does not have a category for a hotel spa or hotel retail, so these were considered as separate land uses, but had their capture ratios adjusted to better reflect their ancillary purpose. Customized internal capture rates were applied to the hotel land uses since hotel guests would likely use the proposed restaurant, bar/lounge, meeting space, and retail. The internal capture rate was 25 percent for both weekdays and weekends for the restaurant and bar, a conservative estimate given that this rate only applies to hotel guests while there are 208 residential units immediately adjacent to the hotel in the Mill District with residents who would walk to the restaurant. The internal capture rates were 38 percent on weekdays and 52 percent on the weekend for the retail (equaling five percent of hotel guests shopping at the retail), and 50 percent of hotel guests were assumed to use the spa.

In addition, mode adjustments were applied to hotel guests and employees. The employee driving adjustment was 78 percent during the daytime and 100 percent during the evening based on rates from the US Census 2021 American Community Survey. The driving adjustment for hotel guests was assumed to be 90 percent.

There is also no adjustment for parking demand associated with affordable housing units, so the affordable apartments were considered to be market rate units to provide a more conservative analysis. Furthermore, there is no parking demand reduction assumed from any potential future on-site carshare vehicles. The proposed number of bedrooms for phase three may change as the project is built. As such, the parking demands for this phase may vary slightly from those presented here, but this variance will likely be minor.

Lastly, all residential units were assumed to have reserved spaces.

Phased Peak Parking Demand

Based on the revised unit count, the projected peak demand for each phase was estimated, as shown in Table 2, with peak hours of demand occurring at 7:00 p.m. in Phase 1 and 3, and 8:00 p.m. in Phase 2.

Table 2 – Peak Parking Demand by Phase			
Land Use	Units	Weekday	Weekend
Phase 1			
Condominiums	43 du	74	76
Apartments	41 du	67	69
<i>Total Phase 1</i>		<i>141</i>	<i>145</i>
Phase 2			
Condominiums	12 du	22	23
Commercial	4.9 ksf	10	7
Hotel	53 rooms	44	45
Hotel Restaurant & Bar	3.5 ksf	11	17
Hotel Spa	1.2 ksf	2	0
Wine Tasting Room	.947 ksf	16	19
<i>Total Phase 2</i>		<i>106</i>	<i>112</i>
Phase 3			
Condominiums	83 du	141	145
Middle- Income Apartments	29 du	35	36
<i>Total Phase 3</i>		<i>176</i>	<i>181</i>

Notes: du = dwelling unit; ksf = 1,000 square feet

Full Build Out Parking Demand

Table 3 provides a summary of anticipated peak parking demand for full build out of the project, which occurs at 8:00 p.m. on both weekdays and weekends. It should be noted that the Full Build Out scenario has a lower expected parking demand than adding each phase's parking demand in Table 3 due to each phase having their peak demand at different times.

Table 3 – Peak Parking Demand for Full Build Out			
Land Use	Units	Weekday	Weekend
Full Build Out			
Condominiums	138 du	235	242
Apartments	70 du	102	105
Hotel	53 rooms	45	45
Hotel Restaurant & Bar	3.5 ksf	13	18
Hotel Spa	1.2 ksf	1	0
Commercial	4.9 ksf	6	7
Wine Tasting Room	.947 ksf	12	14
<i>Total Build Out</i>		<i>414</i>	<i>431</i>

Notes: du = dwelling unit; ksf = 1,000 square feet

At full build out the project has an expected parking demand of 431 parking spaces; with the proposed supply of 492 spaces the project would have a surplus of 61 spaces. This expected demand is 119 spaces lower, or 22 percent, than what would be required based on straight application of City requirements.

The peak parking demand of the hotel (including its components) is estimated to be accommodated within its off-street parking supply. The parking demand of the residential uses (including visitor demand) is estimated to be accommodated within its off-street parking supply at most hours, but peak demand is expected to exceed off-street supply by 11 spaces on weekend nights from 7:00 p.m. to 10:00 p.m. at which time 11 visitor vehicles would park on-street. Plate 1 and Plate 2 show the peak parking demands by hour and their off-street parking supplies for the hotel and residential uses, respectively.

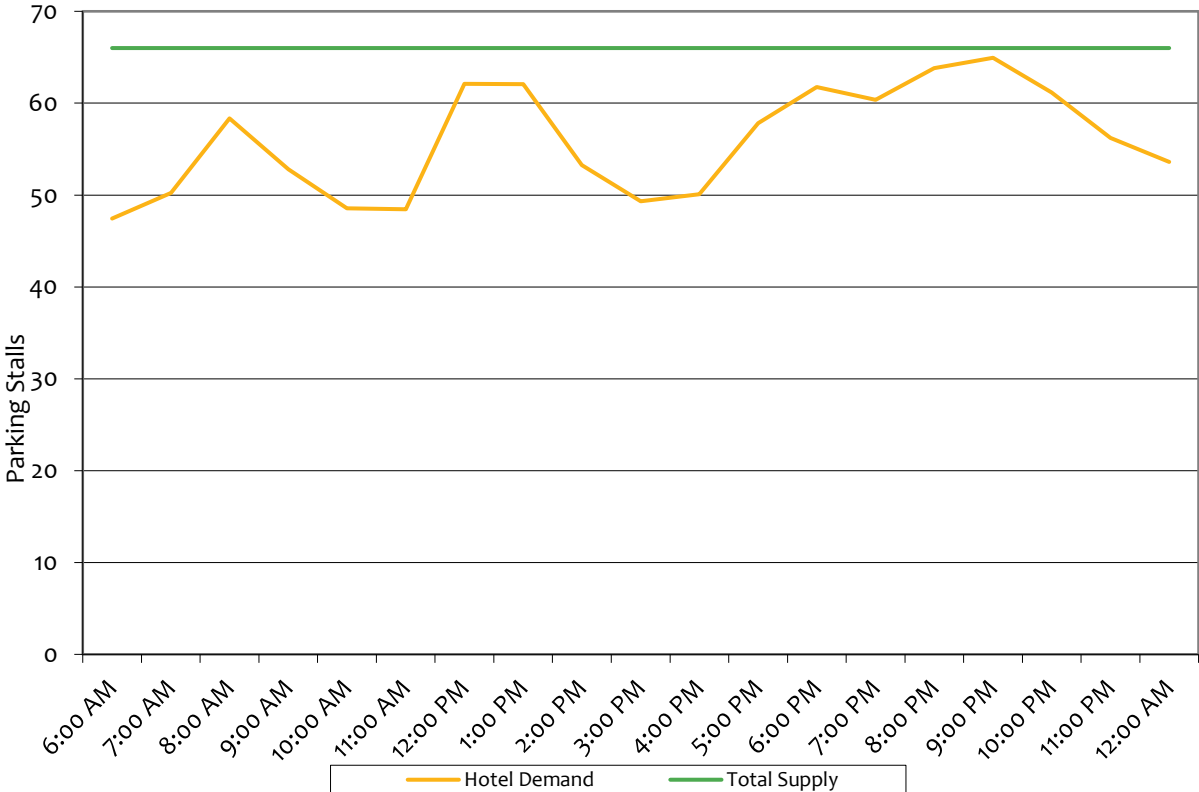


Plate 1 Hotel Parking Demand and Off-Street Parking Supply

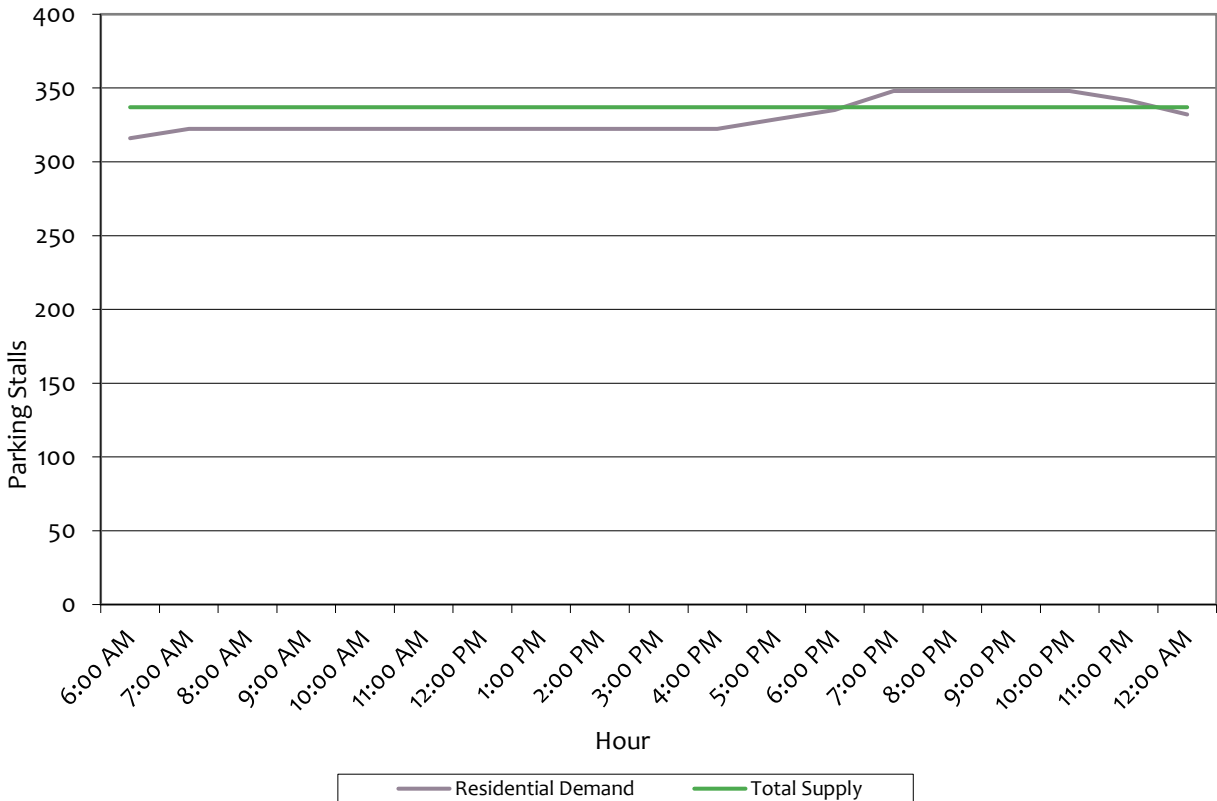


Plate 2 Residential Parking Demand and Off-Street Parking Supply

Conclusions and Recommendations

- The project as proposed has a parking requirement of 548 spaces and a supply of 492 spaces, a parking shortfall of 56 spaces, or 10 percent based on application of the rates in the City’s Code. If the hotel bar, restaurant, and spa were excluded as ancillary uses to the hotel, the project as proposed would have a parking deficit of 13 spaces, or three percent.
- The expected parking demand for the Full Build Out scenario based on application of shared parking concepts is 431 spaces, which is 61 spaces below the proposed 492 parking spaces, or 12 percent lower.
- Based on this evaluation the proposed parking supply is expected to be more than adequate despite being less than what is required based on an aggregate application of the City’s code for all uses.

We hope this information is adequate to address the changes to the project phasing. Please call if you have any questions.

Sincerely,

Brian Canepa
 Brian Canepa, TDM-CP
 Senior Principal

Enclosures: Urban Land Institute Shared Parking Calculations

BC/HEA065.L8

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Project: Mill District
 Description: Full Build-Out

Shared Parking Demand Summary																		
Peak Month: MARCH -- Peak Period: 8 PM, WEEKEND																		
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking	Peak Hr Adj	Peak Mo Adj	Estimated Parking
	Quantity	Unit										8 PM	March	Demand	8 PM	March	Demand	
Retail																		
Retail (<400 ksf)	5,500	sf GLA	2.90	100%	73%	2.12	ksf GLA	3.20	100%	71%	2.27	ksf GLA	65%	70%	5	65%	70%	6
Employee			0.70	100%	86%	0.60		0.80	100%	89%	0.71		90%	79%	2	75%	79%	3
Food and Beverage																		
Entertainment and Institutions																		
Health Club	1,200	sf GLA	6.60	100%	10%	0.66	ksf GLA	5.50	100%	10%	0.55	ksf GLA	80%	85%	1	30%	85%	-
Employee			0.40	100%	86%	0.34		0.25	100%	89%	0.22		50%	95%	-	50%	95%	-
Hotel and Residential																		
Hotel-Business		keys	1.00	59%	100%	0.59	key	1.00	69%	100%	0.69	key	80%	90%	-	80%	90%	-
Hotel-Leisure	53	keys	1.00	90%	100%	0.90	key	1.00	90%	100%	0.90	key	90%	100%	43	90%	100%	43
Hotel Employees	53	keys	0.15	100%	100%	0.15	key	0.15	100%	100%	0.15	key	20%	100%	2	20%	100%	2
Restaurant/Lounge	3,500	sf GLA	6.67	90%	75%	4.50	ksf GLA	7.67	90%	75%	5.18	ksf GLA	70%	95%	11	70%	95%	12
Meeting/Banquet (0 to 20 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	0.00	90%	20%	0.00	ksf GLA	100%	100%	-	100%	100%	-
Meeting/Banquet (20 to 50 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	0.00	90%	20%	0.00	ksf GLA	100%	100%	-	100%	100%	-
Meeting/Banquet (50 to 100 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	0.00	90%	20%	0.00	ksf GLA	100%	100%	-	100%	100%	-
Convention (100 to 200 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	5.50	90%	20%	0.99	ksf GLA	30%	90%	-	30%	90%	-
Convention (> 200 sq ft/key)		sf GLA	5.50	90%	20%	0.99	ksf GLA	5.50	90%	20%	0.99	ksf GLA	30%	90%	-	30%	90%	-
Restaurant/Meeting Employees	3,500	sf GLA	1.20	100%	100%	1.20	ksf GLA	1.33	100%	100%	1.33	ksf GLA	40%	100%	2	100%	100%	5
Residential, Suburban																		
Studio Efficiency	20	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	80%	100%	-	83%	100%	-
1 Bedroom	74	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	80%	100%	-	83%	100%	-
2 Bedrooms	63	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	80%	100%	-	83%	100%	-
3+ Bedrooms	51	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	80%	100%	-	83%	100%	-
Reserved	100%	res spaces	1.51	100%	100%	1.51	unit	1.51	100%	100%	1.51	unit	100%	100%	316	100%	100%	316
Visitor	208	units	0.10	100%	100%	0.10	unit	0.15	100%	100%	0.15	unit	100%	100%	21	100%	100%	32
Office																		
Additional Land Uses																		
															Customer/Visitor	81	Customer	93
															Employee/Resident	6	Employee/Resident	10
															Reserved	316	Reserved	316
															Total	403	Total	419

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Project: Mill District
Description: Phase 1

Shared Parking Demand Summary																		
Peak Month: JANUARY -- Peak Period: 7 PM, WEEKEND																		
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking	Peak Hr Adj	Peak Mo Adj	Estimated Parking
	Quantity	Unit										7 PM	January	Demand	7 PM	January	Demand	
Retail																		
Food and Beverage																		
Entertainment and Institutions																		
Hotel and Residential																		
Residential, Suburban																		
Studio Efficiency	5	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
1 Bedroom	31	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
2 Bedrooms	24	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
3+ Bedrooms	24	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
Reserved	100%	res spaces	1.57	100%	100%	1.57	unit	1.57	100%	100%	1.57	unit	100%	100%	132	100%	100%	132
Visitor	84	units	0.10	100%	100%	0.10	unit	0.15	100%	100%	0.15	unit	100%	100%	9	100%	100%	13
Office																		
Additional Land Uses																		
													Customer/Visitor	9	Customer	13		
													Employee/Resident	-	Employee/Resident	-		
													Reserved	132	Reserved	132		
													Total	141	Total	145		

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Project: Mill District
Description: Phase 2

Shared Parking Demand Summary																		
Peak Month: LATE DECEMBER -- Peak Period: 1 PM, WEEKEND																		
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking	Peak Hr Adj	Peak Mo Adj	Estimated Parking
	Quantity	Unit										1 PM	Late Decemb	Demand	1 PM	Late Decemb	Demand	
Retail																		
Retail (<400 ksf)	5,500	sf GLA	2.90	100%	87%	2.52	ksf GLA	3.20	100%	89%	2.83	ksf GLA	100%	85%	12	95%	85%	13
Employee			0.70	78%	100%	0.54		0.80	78%	100%	0.62		100%	95%	3	100%	95%	4
Food and Beverage																		
Entertainment and Institutions																		
Health Club	1,200	sf GLA	6.60	100%	10%	0.66	ksf GLA	5.50	100%	10%	0.55	ksf GLA	70%	95%	1	30%	95%	-
Employee			0.40	78%	100%	0.31		0.25	78%	100%	0.19		75%	0%	-	50%	0%	-
Hotel and Residential																		
Hotel-Business		keys	1.00	59%	100%	0.59	key	1.00	69%	100%	0.69	key	55%	55%	-	55%	55%	-
Hotel-Leisure	53	keys	1.00	90%	100%	0.90	key	1.00	90%	100%	0.90	key	65%	100%	31	65%	100%	31
Hotel Employees	53	keys	0.15	78%	100%	0.12	key	0.15	78%	100%	0.12	key	100%	100%	6	100%	100%	6
Restaurant/Lounge	3,500	sf GLA	6.67	90%	75%	4.50	ksf GLA	7.67	90%	75%	5.18	ksf GLA	100%	95%	15	100%	95%	17
Meeting/Banquet (0 to 20 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	0.00	90%	20%	0.00	ksf GLA	65%	100%	-	65%	100%	-
Meeting/Banquet (20 to 50 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	0.00	90%	20%	0.00	ksf GLA	65%	100%	-	65%	100%	-
Meeting/Banquet (50 to 100 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	0.00	90%	20%	0.00	ksf GLA	65%	100%	-	65%	100%	-
Convention (100 to 200 sq ft/key)		sf GLA	0.00	90%	20%	0.00	ksf GLA	5.50	90%	20%	0.99	ksf GLA	100%	0%	-	100%	0%	-
Convention (> 200 sq ft/key)		sf GLA	5.50	90%	20%	0.99	ksf GLA	5.50	90%	20%	0.99	ksf GLA	100%	0%	-	100%	0%	-
Restaurant/Meeting Employees	3,500	sf GLA	1.20	78%	100%	0.94	ksf GLA	1.33	78%	100%	1.04	ksf GLA	100%	100%	4	100%	100%	4
Residential, Suburban																		
Studio Efficiency		units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	40%	100%	-	65%	100%	-
1 Bedroom	3	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	40%	100%	-	65%	100%	-
2 Bedrooms	6	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	40%	100%	-	65%	100%	-
3+ Bedrooms	3	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	40%	100%	-	65%	100%	-
Reserved	100%	res spaces	1.68	100%	100%	1.68	unit	1.68	100%	100%	1.68	unit	100%	100%	21	100%	100%	21
Visitor	12	units	0.10	100%	100%	0.10	unit	0.15	100%	100%	0.15	unit	20%	100%	-	20%	100%	-
Office																		
Additional Land Uses																		
															Customer/Visitor	59	Customer	62
															Employee/Resident	13	Employee/Resident	14
															Reserved	21	Reserved	21
															Total	93	Total	97

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Project: Mill District
Description: Phase 3

Shared Parking Demand Summary																		
Peak Month: JANUARY -- Peak Period: 7 PM, WEEKEND																		
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand
	Quantity	Unit										7 PM	January		7 PM	January		
Retail																		
Food and Beverage																		
Entertainment and Institutions																		
Hotel and Residential																		
Residential, Suburban																		
Studio Efficiency	15	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
1 Bedroom	40	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
2 Bedrooms	33	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
3+ Bedrooms	24	units	0.00	100%	100%	0.00	unit	0.00	100%	100%	0.00	unit	70%	100%	-	80%	100%	-
Reserved	100%	res spaces	1.46	100%	100%	1.46	unit	1.46	100%	100%	1.46	unit	100%	100%	164	100%	100%	164
Visitor	112	units	0.10	100%	100%	0.10	unit	0.15	100%	100%	0.15	unit	100%	100%	12	100%	100%	17
Office																		
Additional Land Uses																		
														Customer/Visitor	12	Customer	17	
														Employee/Resident	-	Employee/Resident	-	
														Reserved	164	Reserved	164	
														Total	176	Total	181	

Supplemental CUP Application Questionnaire for Alcohol Related Uses

Item 2.a

All applicants for alcoholic beverage use permits are required to provide additional information regarding their proposal. This information will enable City Staff and the Planning Commission to gain a more thorough understanding of the project to aid in the processing of the application. Please provide details of the project as it relates to the following items:

A. Does the project include any element of live entertainment or amplified music? Yes No

If yes, then please provide information on the following:

1) Days of the week which live entertainment/amplified music may likely occur?

Live music will be limited to roughly 2x per month for special events (most likely Saturdays/Sundays) however low, ambient music will be played over speakers in the courtyard during regular business hours.

2) Hours which live entertainment/amplified music may likely occur?

During regular business hours.

3) Maximum anticipated attendance at the event?

48 guests maximum at any given time, but we anticipate approximately 150 guests throughout the day for our special events.

4) How much (square feet) of the venue will be used for this purpose?

230 sq. ft interior, 370 sq. ft exterior

5) Is the parking area lighted?

Yes.

6) Is there any outdoor live entertainment/amplified being proposed? (please show on site plan)

Yes. Please see attached site plan and note highlighted area in outdoor space for live entertainment.

B. Does the project include any special events? Yes No

If yes, please provide information on the following:

1) Describe the type of events proposed.

- **Wine Club Pick Up Parties** (Max 2/year) – During these events, the Tasting room (interior and exterior) space would be exclusively dedicated to providing our club

members with the opportunity to take advantage of member benefits and collect pre-packed wine club shipments. These events will take place during regular business hours, will be limited to an intimate number of guests, and will most likely involve a live musician and catered food.

- **Special Events** (Max 2/month) – Special Events will likely involve a live musician or catered food, and could revolve around a seasonal sale, Holiday, or other visit-incentive. Depending on the month, these limited Special Events may include/cover one of our Wine Club Pick Up parties, as described above, one of two Industry Events hosted throughout the year, or a private event.
- **Private Events** (Max 2/month) – Private events hosted on this site will take place during regular business hours, and will likely involve a live musician and catered food. These events will not be open to the public, and will be limited to an intimate number of RSVP guests.
- **Industry Events** (Max 2/ year) – During these events, the site will be used as a gathering space for our neighbors and wine business associates in order to stay connected with our peers and up-to-date with what’s going on in our industry. By opening our space to this demographic and providing light entertainment and food alongside our own wines, we hope to share our appreciation for the professionals who support our business.

- 2) Number of events per year.
Max 2x Wine Club Pick Up parties per year
Max 2x Special Events per month
Max 2x Private events per month
Max 2x Industry Events per year

3) Anticipated dates of events.

TBD

4) Time of events.

Regular Business hours, 11am-9pm

Supplemental CUP Application Questionnaire for Alcohol Related Uses Page 2

5) Are these events public or private?

Both Public and Private Events will be held on site

6) Maximum number of attendees at each event.

48 at any given time

7) Will food be prepared on-site (if yes explain)?

No, food will be catered and prepared off-site.

8) Will alcohol be sold on-site at all the events?

Yes, Flambeaux Wines will be sold on-site during all events.

9) What is the maximum occupancy for the event space?

48 Guests at any given time (total interior and exterior).

C. Does the project include public tastings of alcoholic beverages? Yes No If yes, please

provide information on the following:

1) What are the proposed days of the week for tastings?

Sunday-Saturday

2) What are the hours proposed for tastings?

11am-9pm

3) Public tastings? Or by appointment only?

Public tastings

4) Will there be any outdoor tasting area?

Yes

5) Will food be served in the tasting area?

Yes, catered or outside food.

Summary Table of Activities (if applicable)

Activity Type	Entertainment Type (Live Music, Amplified, Background list all types proposed)	Participants (Industry, member only, public, non profits)	Max events per year	Week-day hours	Week-end hours	Max Attendance
Industry Event ¹	Live Music, Amplified, Background. All are possible.	Industry/Wine Business Guests	2x	11am-9 pm	11am-9 pm	48 at any given time, 150 total attendance throughout the day (max)
Wine Club Event	Live Music, Amplified, Background. All are possible.	Wine Club Members & their guests Only	2x	11am-9 pm	11am-9 pm	48 at any given time, 150 total attendance throughout the day (max)
Community Events	Live Music, Amplified, Background. All are possible.	Public	12x	11am-9 pm	11am-9 pm	48 at any given time, 150 total attendance throughout the day (max)
Other (Describe): Private Events	Live Music, Amplified, Background. All are possible.	Invited guests only	12x	11am-9 pm	11am-9 pm	48 at any given time, 150 total attendance throughout the day (max)

¹"Industry Event" defined as Vintner type wine group association

Item 2.a

City of Healdsburg

Supplemental CUP Application Questionnaire for Alcohol Related Uses