



# Town of Yountville

6550 Yount Street  
Yountville, CA 94599

## Staff Report

Item #: A

### Parks and Recreation Advisory Commission Staff Report

**DATE:** September 17, 2020  
**TO:** Parks and Recreation Advisory Commission  
**FROM:** Samantha Holland, Parks & Recreation Director  
**SUBJECT:**

Report on 5-year trend of Park Use

#### DISCUSSION/BACKGROUND:

The Town of Yountville has offered park site reservations for many years. These reservations are offered to both residents and non-residents of Yountville and include dedicated use of just the picnic site area and not the park itself. We currently have 5 reservable areas in our Park system. These include four sites at Yountville Community Park and one site at Veterans Memorial Park. We also reserve use of the Volleyball and Bocce Courts at Veterans Park as well as the Tennis and Pickleball Courts at Vineyard Park. As well as residents and non-resident reservations, we also have Special Events that occur in the parks. These events can be provided by the Town's Parks and Recreation Department or by an outside Non-Profit Agency.

This report will contain data and information for the past five years, 2015 – August 2020. Included will be data on park site reservations, special events as well as general use patterns of the parks. The goal of this report is to stimulate conversation with the community and commissioners on the need, or not, for potential future changes to administrative and potentially even the municipal code as it relates to the use patterns of our parks.

#### PARK SITE RESERVATIONS

Site	2020*	2019	2018	2017	2016	2015
Park Site Reservations	0	217	214	186	117	171
Total of Number of Attendees	0	8,250	7,605	5,640	5,046	6,625
Total Revenue	0	\$17,393	\$15,459	\$16,966	\$10,936	\$14,270

\* COVID 19 Restrictions prevented park site reservations and events from occurring.

As you can see reflected in the information above, we have seen limited growth in the number of park site reservations in the past five years. In 2016, the Park was under construction, so the number was considerably low due to the shortened season. When residents/nonresidents reserve a park site, they are asked to estimate the number of people who will be attending their event. This is where we get the number of attendees from. Residents receive a discounted reservation fee with non-residents paying market rate. An average of

approximately 30% of annual park site reservations are residents of Yountville. Event types that are popular in our parks include birthday parties and family gatherings. Information on our park site reservation process and forms can be found [by clicking here](#).

## SPECIAL EVENTS IN PARKS

	2020*	2019	2018	2017	2016	2015
<b>Special Events in Parks Non-Town</b>	0	6	3	3	3	3
<b>Total Number of Attendees</b>	0	2,300	1,350	875	1,175	1,225
<b>Total Revenue</b>	0	\$1,100	\$555	\$525	\$525	\$450

Statistics on Non-Town sponsored Special Events are shown above. This is an option for larger events who have a non-profit connection (Fundraising) or are planning for numbers that would exceed the picnic site maximum occupancy or have a set up that is outside of the typical park site reservation. An example of this is the TKRG staff picnic held each fall. The event exceeds the maximum occupancy of the four picnic sites so they go through the Special Event Permitting Process. Information on the Special Event Permitting Process and application can be found [by clicking here](#).

From 2015 – 2018 we had three Non-Town Special Events in Town Parks each year. In 2015 and 2016, all three were held in Yountville Community Park each year. In 2017, two were held in Yountville Community Park and one in Veterans Park. In 2018, all three were held in Yountville Park. In 2019, four of the six were held in Yountville Park and two were held in Veterans Park. The largest Non-Town Sponsored Special Events held in the parks are the Rock the Ride Event in June and the Alzheimer's Walk in September with up to 700 attendees each. Revenue to the Town from Special Events is limited to the application fee and any other associated costs for providing barricades, signage or other Town staff time and services. The associated fees that may be charged towards a Non-Town Special Event can be found in the fees and charges that are approved by Council each year.

Town sponsored Special Events make up the largest use impacts at the Yountville Community Park and the Veterans Memorial Park each year. Each year since 2015, ten to fifteen events are planned and offered by the Parks & Recreation Department in our Parks. These events are free and open to the general public to attend. As you know, the Parks & Recreation Departments mission is to provide services and programs for our residents and not solely for our visitors. Visitors may enjoy attending but that is not our main goal of providing the events. That is the Chamber of Commerce and Visitor Centers role.

	2020*	2019	2018	2017	2016	2015
<b>Special Event in Parks – Town Sponsored</b>	0	15	12	12	11	10
<b>Total Number of Attendees</b>	0	6,595	6,400	5,200	4,800	3,400

As you also know, we tend to draw many attendees to our events from Napa as well as families who historically had children attending the elementary school who do not live in Town. The events provided are outlined in detail in the department's Annual Report but include the Movies in the Park Series, the Music in the Park Series, the Egg Hunt and Bunny Breakfast as well as the Yountville Days Festival.

## EXISTING REGULATIONS

The Yountville Municipal Code Title 12: Streets, Sidewalks, Public Places and Parks, Chapter 12.12 Park Regulations outlines the rules that govern park use in Yountville. You can access the information on our website [by clicking here](#).

Items of note for the topic being discussed tonight are:

**12.12.010 Hours of use.**

Town of Yountville parks are open daily from sunrise to sunset. Unless the hours are specifically extended by the Town to accommodate a special event, no person shall enter, loiter, or remain in or upon any Town park at any time between the hours of sunset to sunrise except as may otherwise be posted at the entrance to the park or as approved by the Town Council or Town Manager. (Ord. 64-71; Ord. 307-00; Ord. 349-04)

**12.12.230 Reserved park space.**

No person shall use or occupy park facilities which have been properly reserved for the exclusive use of another person pursuant to policies established by the Town. (Ord. 307-00)

**12.12.250 Commercial use of parks.**

No person, or group of people, shall use a park for any commercial purpose, including the sale of any service, merchandise, or food, except by permit issued by the Town Manager. (Ord. 396-11)

**12.12.260 Organized group use of parks.**

Organized groups are defined as a sports team, sports leagues, class groups, and any other group with more than 25 attendees but less than 200 attendees. No person, or group of people, shall use a park for organized group use except by permit issued by the Town Manager. Events with 200 or more attendees are classified as a special event and require a special events permit pursuant to Chapter 8.24. (Ord. 396-11)

**12.12.280 Amplified sound/music in parks.**

No person shall emit amplified sound in Town parks and recreation areas except by permit pursuant to Section 8.04.050. (Ord. 396-11)

**8.04.050 Sound amplification permits.**

- A. Application. Any person desiring to obtain an amplification permit shall submit a written application to the Town Manager. The application shall describe in detail the following information:
  1. The activity proposed to be conducted for which the sound amplification permit is requested; and
  2. The amplification equipment or devices to be used; and
  3. The steps that the applicant will take to insure that the sound amplification will not unreasonably disturb other people within the vicinity; and
  4. The location where the sound amplification is to take place; and
  5. The neighborhood surrounding the location where the sound amplification is to take place; and
  6. The name of the person who shall be responsible for monitoring and insuring compliance with the terms of any permit that is granted; and
  7. Shall include any other information that the Town Manager may require.
- B. Granting or Denial of Permit. The Town Manager may grant the sound amplification permit if he or she determines that the sound amplification will be conducted in such a manner as not to unreasonably disturb the neighbors or other persons in the vicinity of the sound amplification, and if he or she further determines that if actually implemented, the steps to be taken by the applicant to minimize or avoid such disturbance will be adequate. In granting the permit, the Town Manager may impose such conditions as may be appropriate or necessary in order to protect the public peace and

safety.

- C. Revocation of Permit. Any permit granted pursuant to this section shall be revocable at any time by the Town Manager for good cause.
- D. Appeal. Any person aggrieved by a decision rendered by the Town Manager pursuant to this chapter shall have the right to appeal the decision to the Town Council, as provided in Chapter 1.30. (Ord. 73, 1972; Ord. 299-00; Ord. 386-10)

## **DISCUSSION AND INPUT**

### **FISCAL IMPACT:**

Is there a Fiscal Impact? Potentially

Is it Currently Budgeted? No

Where is it Budgeted?

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Potentially

### **RECOMMENDATION:**

Receive staff report and direct questions to staff.

Receive public comment.

Conduct discussion.

Provide feedback and recommendations to staff.