



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Agenda Item #: {{section.number}}B

Yountville Town Council Staff Report

DATE: April 6, 2021

TO: Mayor and Town Council

FROM: Steve Rogers, Town Manager

PREPARED BY: Steve Rogers, Town Manager

SUBJECT:

Consider Adoption of Resolution Number 21-4049 Authorizing extension of Town Council approved Economic Recovery Program (formerly Business Transition Support Program) relating to waiving certain land use and conditional use permit condition requirements for individual business through December 31, 2021.

DISCUSSION/BACKGROUND

The Town is committed to helping its business community recover from the consequences of the COVID-19 pandemic which resulted in significant closures and operating limitations for the hospitality sector (restaurants, tasting rooms, hotels) which are the primary economic generators for the local economy. Early in this crisis the Town approved a Business Transition Support Program to provide relief and operating flexibility from certain conditions in the businesses Conditional Use Permit. Most of these conditions related to use of outdoor areas for use, use of open space by the business, use of public right-of-way, extended operating hours, and/or other site or business specific conditions. The Town also allowed for deferred payment plans for fees provided the fees were paid in Fiscal Year 20/21.

As this situation has extended now over a year, the Town has retitled this effort as the Business Economic Recovery Program to better reflect the current and ongoing need to assist businesses recovery after a year of lost revenue and increased operating expenses.

Business community members, mostly in the restaurant and wine tasting room sector, had reached out to several Mayors asking for assistance, and understanding as it related to the significant negative impacts the pandemic closures were having on their businesses. Business leaders have requested formal Town Council action so that the business community would know with some certainty that they are be able to make plans and recover their investment in costs related to outdoor seating and operations. They also sought support and assistance with lobbying with the State regarding reopening. This business outreach led to the Mayor's of each City/Town and Board of Supervisor's members having a regular ongoing conversation and formed the start of an Economic Recovery Working Group which has grown to include additional business representatives and Chamber of Commerce representatives. The Countywide Mayor's group, including Mayor Dunbar, has indicated they support continuing these interim measures as it relates to outdoor and similar use through the end of calendar year 2021 at a minimum to help our local businesses recover financially.

Concurrently, Town staff has been engaged in ongoing dialogue with the Yountville Chamber of Commerce and several businesses regarding the current reopening of the economy and how to help them recover from

significant losses over the past year. The business community also expressed concern about the costs of interim operating measures such as tenting, heaters, and additional tables and chairs to allow for additional outside seating. They also shared concern that even when allowed to increase indoor seating to 50% level they will still need to make use of increased outdoor seating to be close to normal seat count and that many customers may not be ready to return to indoor dining.

In these conversations it is also noted that what the level of business recovery will be at the end of the year is unknown. Therefore, it is recommended to allow a further possible extension or modification of the program beyond December 31, 2021 based on evaluation of local economic recovery performance metrics may be warranted.

Continuation of the Town's Economic Recovery Program would allow businesses to continue operating with temporarily relaxed conditional use permit conditions relaxations or modifications such as increased outdoor seating capacity, use of non-approved outdoor area for service areas, temporary structures to support outdoor seating capacity, limiting street parking to allow for providing curb side pick-up parking only of the designated space as specifically identified in their Town approved Economic Recovery Program application (including any amendments).

The businesses would have to comply with all requirements outlined in their Business Recovery Program permit and failure to do so is grounds for revoking such consideration. In addition, it is clearly understood that the approvals and changed conditions are granted only for this interim period and noted on the approved permit that the business operators understand and have agreed that they will return to operating under their approved conditional use permit conditions at the end of this time period.

During the interim economic recovery period through December 31, 2021, restaurants may exceed approved Use Permit Seat count if combined indoor dining seats and interim outdoor seating count exceeds approved use permit seat count consistent with increased outdoor seating plan in approved Economic Recovery Program permit. This action is taken in recognition of indoor seating limitations and realization that some customers may still prefer outdoor dining during this next phase of pandemic recover.

Current Businesses with Approved Economic Recovery Program Permits

Note: some of these businesses have since closed or relocated

1. Hill Family Estate
2. Heron House
3. Restoration Hardware
4. K Lax Wine Connection
5. Handwritten Wines
6. Stewart Cellars
7. Priest Ranch
8. JCB Tasting Salon
9. Hestan Vineyards
10. Hope and Grace
11. Jessup Cellars
12. Silver Trident Winery
13. A Little Romance
14. C'est la Paire
15. Kane
16. Kollar Chocolates
17. Gallery 1870
18. Aware Care
19. Chamber of Commerce
20. Lavender Nail Salon
21. La Calenda
22. Ciccio
23. Coqueta

24. Southside
25. Monticristi Panama Hats
26. Perry Lang's
27. The French Laundry
28. Ad Hoc
29. Bottega
30. Bistro Jeanty
31. Bouchon
32. Bistro Jeanty
33. R+D Kitchen
34. Ottimo
35. North Block

In our conversations with the Chamber of Commerce and business community, we believe there may be elements from the Business Recovery Program, especially related to street activation and outdoor seating that we believe worthy of continuing long-term after the end to pandemic conditions. The extension of the Economic Recovery Program gives us the opportunity to further evaluate in real time what that might look like. After further evaluation and discussion, this topic will return for further Council feedback and direction later.

ENVIRONMENTAL REVIEW

CEQA Cat Ex Class 1, Existing Facilities

FISCAL IMPACT

Is there a Fiscal Impact? Yes

Is it Currently Budgeted? No

Where is it Budgeted? N/A

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Yes

STRATEGIC PLAN GOAL

Is item Identified in Strategic Plan? Yes

If yes, Identify Strategic Goal and Objective. **Exceptional Town Services and Staff:** The Town supports its talented staff who deliver high quality municipal programs and services while maintaining public infrastructure for the benefit of the community. **Premier Destination:** The Town values its residents, rich history, natural environment, culinary excellence, arts, and distinguished businesses that make our home a place people love. **Responsible Fiscal Policy:** The Town maintains its fiscal health through policies designed to maximize economic opportunities, manage expenses, and ensure prudent reserves. **Visionary Leadership:** The Town's leadership maintains an open-minded, forward-thinking decision-making process. We value engagement and participation from all members of the community as we work together to create policies and plan for the future.

Briefly Explain Relationship to Strategic Plan Goal and Objective.

Innovative and creative programs such as these efforts show support for our business community in it is economic recovery shows council leadership, vision and staff support recognizing and responding to the unique challenges faced by our business community at this time.

RECOMMENDATION

Receive Staff Report and direct questions to staff.

Receive Public Comment.

Conduct Council discussion on proposed Resolution.

Adopt Resolution Number 21-4049 Authorizing extension of Town Council approved Economic Recovery Program (formerly Business Transition Support Program) relating to waiving certain land use and conditional use permit condition requirements for individual business through December 31, 2021.