



healdsburg running company

America's Wineiest Running Store
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March 2021

We respectfully request The Healdsburg City Council include all businesses when considering extending/ changing the Parklet/Marketspace program. During the Pandemic, Parklets have provided a safe way to shop, enhance tourism as well as helping business survive and succeed. In the upcoming Post Pandemic era, we feel based on customer feedback, the outside ambiance and accessibility of parklets is appreciated and enjoyed, helping to stave off discomfort surrounding longer indoor retail interaction experiences (i.e. shoe fittings, physical therapy discussions, running training plan talks and nutrition talks).

The current Marketspace/Parklet program is due to expire 12/31/2021. The Healdsburg City Council is considering extending the program; however a few members have opined that this program be available only to tasting rooms and restaurants. This excludes all other businesses in our community. We strongly believe businesses that are outside of tasting rooms and restaurants can add to the Parklet ambiance and success.

There is a lot more to consider with the extension/new plan such as Sonoma County Health Codes and ABC Codes and so this may not be an easy solution, but starting from a point of inclusion of all business types feels right. Understandably, there are many issues to consider including parking spaces used for Parklets as a primary concern. We believe there are viable solutions for parking, including creating more short term (15-30 minutes) local dash-in parking places around the plaza, signage for 'free visitor parking' directing traffic toward the City Hall lot, and working with unused business lots. The alternative of having more parking spots and closed businesses doesn't generate any tax revenue or ambiance.

Please share your support of the Parklet program for all businesses by sending a quick message to your City Council before the April 5, 2021 meeting.

Sincerely,

A handwritten signature in black ink, appearing to read 'Skip Brand', written in a cursive style.

Skip Brand
Ph.D. & Founder Healdsburg Running Company

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