



**MINUTES**  
**Healdsburg Planning Commission**  
**Regular Meeting**  
June 27, 2023 6:00 PM  
401 Grove Street, Healdsburg

**1. ROLL CALL**

Vice Chair Breznikar called to order the meeting of the Planning Commission of the City of Healdsburg at 6:00 p.m.

Commissioners present: Barber, Breznikar, Gerlach, Hunt, McKay, Wood

Commissioners absent: Luks

City Staff present: Community Development Director Scott Duiven, Senior Planner Ellen McDowell, and Administrative Technician Amanda Gray

**2. ADMINISTRATIVE ACTIONS**

**A. Approval of Agenda for June 27, 2023**

On a motion by Commissioner Wood, seconded by Commissioner McKay, the Commission voted 6-0-1 (Luks absent) to approve the May 23, 2023 agenda.

**B. Approval of Minutes for May 23, 2023 Regular Meeting**

On a motion by Commissioner McKay, seconded by Commissioner Barber, the Commission voted 6-0-1 (Luks absent) to approve the April 25, 2023 regular meeting and workshop minutes.

**C. Acceptance of Communications and Correspondence - None**

**D. Declarations of Conflicts of Interest - None**

**E. Disclosures of Ex Parte Communications - None**

**3. PUBLIC COMMENTS**

None.

**4. PUBLIC HEARINGS**

**A. Item**

**Description:** CUP 2023-01, DR 2023-07

**Project**

**Description:** Major Conditional Use Permit to allow for a 3-screen cinema with on sale beer and wine to be located at 371 Healdsburg Avenue. The cinema will operate as the Plaza Cinema Center and proposes to be open daily from 2pm-10pm. The application also includes Design Review for minor exterior modifications including new exterior storefront, façade treatments, signage and lighting.

**Location:** 371-375 Healdsburg Avenue, APN 002-182-035

**Applicant:** Alexander Valley Film

**Environmental**

**Determination:** The project is exempt from environmental review pursuant to the provisions of the California Environmental Quality Act (CEQA) Guidelines Sections 15332, In-fill Development Projects.

Senior Planner, Ellen McDowell, introduced the item and summarized the staff report. Ms. McDowell provided a project overview and discussed the site and vicinity description, project description, General Plan consistency, Land Use Code consistency, Citywide Design Guidelines consistency and the recommended action.

Kathryn Hecht, Founder and Executive Director of Alexander Valley Film, provided background on the project and introduced the project team. Ms. Hecht discussed the importance of strengthening the community through film and bringing the movies back to Healdsburg, location selection, and why Plaza Cinema Center is such a great project for Healdsburg.

Commission and staff discussion ensued regarding questions on tree removal, façade, seating, signage, trash receptacles, lighting, unisex restrooms, emergency exits and accessibility, job creation, on-site security, Dark Sky Ordinance, and the ratio of films that will be geared towards various age groups.

Vice Chair Breznikar opened the hearing for public input. There being no speakers, Vice Chair Breznikar closed the public input portion of the meeting.

Commissioner McKay spoke in support of the project. He said he believes that movies will be welcomed back with open arms in Healdsburg, and he appreciates the art house Hollywood hybrid model of the cinema operation.

Commissioner Gerlach spoke in support of the project and said that the way the Applicant designed the project is very flexible and it will serve a number of community uses. He discussed the benefits of getting children involved in creating and understanding film and how fun that will be.

Commissioner Hunt spoke in support of the project and said she likes the way the designs come together creating a classic and intriguing look. She said she looks forward to it being a place where people can engage with families, kids and visitors and sees it being a very lively and dynamic part of the community.

Commissioner Wood spoke in support of the project, shared his excitement, and said it is going to be great to have movies back in town.

Commissioner Barber spoke in support of the project and shared his excitement. He said that the outdoor plaza space has been underutilized and has noticed the landlord has been doing upgrades to reactivate that plaza area. He encouraged the Applicant to speak to the landlord about moving the mailboxes that are, in his opinion, an eye sore. He also encouraged the Applicant to add benches and directional signage to assist tourists.

Vice Chair Breznikar spoke in support of the project and said that the Applicant is not just bringing a movie theatre, but that they are also bringing culture and discussed the importance and benefit of that. She stated that there should be directional signage added from the west plaza and Healdsburg Avenue for tourists.

On a motion by Commissioner McKay, seconded by Commissioner Barber, the Commission voted 6-0-1 (Luks absent) to adopt Resolution No. 2023-16 approving Conditional Use Permit 2023-01 for a cinema with the sale of alcoholic beverages and Design Review DR 2023-07 consisting of minor exterior modifications for the Plaza Cinema Center (Alexander Valley Film) located at 371 Healdsburg Avenue.

## **5. NEW BUSINESS**

None.

## **6. COMMISSIONER AND SUBCOMMITTEE REPORTS**

None.

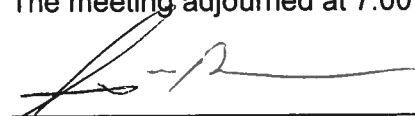
**7. DIRECTOR'S REPORT**

Director Duiven provided information regarding:

- The reappointment of Commissioner Hunt and Commissioner Wood

**8. ADJOURNMENT**

The meeting adjourned at 7:00 p.m.



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Scott M. Duiven, Secretary



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Vesna Breznikar, Vice Chair