

PETALUMA DOWNTOWN ASSOCIATION

210 Lakeville Street • Petaluma, CA 94952 • (707) 762-9348

Film Guidelines

April 2011

The following guidelines must be followed when filming within the membership district of the Petaluma Downtown Association. Exceptions must be made in advance through this office.

1. Film companies wishing to film within the membership boundaries of the Petaluma Downtown Association must obtain clearance from this office concurrent with the permit process with the City of Petaluma. All filming in the downtown district impacts businesses either directly or indirectly. The Petaluma Downtown Association will review the proposed shoot, work with the film company to reduce impact, assist the film company with information and location requirements in the downtown district, supply information on the businesses located in the district, and coordinate all approvals with the City Manager's office.
2. The request for a feature film or T.V. movie permit must be submitted 30 days prior to the first day of filming. All other types of filming are required to submit their application two weeks before filming begins unless otherwise waived by this office.
3. Filming is limited to Monday, Tuesday, Wednesday, Thursday and non-holidays, and may not conflict with downtown events. Friday and weekend filming is negotiable. No filming is allowed from the day before Thanksgiving until January 2nd.
4. Filming hours in the downtown may be limited. No street closures, including intermittent traffic control, will be allowed between 4:30 p.m. and 6:00 p.m. to facilitate commuter traffic and after-work shopping.
5. The P.D.A. Executive Director will be the liaison for the film company between the City Manager's office and the Sonoma County Film office.
6. The P.D.A. Executive Director may assist in the notification process by supplying the names and addresses of the businesses in the affected area and by approving the notification and petition forms for factual accuracy. Samples of the forms will be made available to the film company.
7. All filming must be approved in writing by 70% of the businesses who are "directly impacted" by filming. The area of direct impact will be determined by the Executive Director after reviewing film locations with the film company.

"Directly impacted" is defined as those areas where parking, traffic and sidewalk restrictions are created, and normal business is impacted by film company activity one block in all directions. The approval to film in these areas must be in writing and can be in the form of a petition to be verified by the P.D.A. Executive Director. These areas may or may not be in the central filming location.

“Indirectly impacted” is defined as those areas in the filming location that do not meet the “directly impacted” definition and are within two blocks in all directions of the filming site. These businesses must be notified of filming activity by notice. Samples are available at the P.D.A. office.

8. Traffic and parking recommendations: Intermittent traffic closures will be allowed and limited to not more than 3 minutes in duration, with a total closure of not more than 30 minutes per hour. It is recognized that the police officer and/or on-site coordinator (city representative) must facilitate the traffic for the benefit of the community FIRST and will use their best judgment to do so.
9. Fees: A maximum fee of \$500.00 for each day of filming in the district may be required as compensation for the association’s administrative assistance. Any negotiation of this fee is at the discretion of the Executive Director, with the approval of the Board.
10. Every merchant directly impacted should receive a base fee of \$350 per day. In lieu of the fee, merchants who are more severely impacted may negotiate reimbursement based upon presentation of gross receipts (gross sales less cost of goods sold) average of the last four similar (non-holiday) business days preceding the filming.
11. If the film company needs to use the property of any business and make physical changes to signs, paint the building, or alter any physical characteristics of the property, it is up to the film company to negotiate a satisfactory individual contract (in addition to the base fee) with the business owner. All changes to buildings, signs, etc., must meet the city and downtown ordinances and guidelines, and any changes which are not in compliance at the completion of filming will be the responsibility of the film company to correct.
12. All base and contract monies must be paid up front before filming is to begin.
13. The City of Petaluma will notify the press of intended filming dates and film activity in the local papers.
14. Film companies are expected to uphold the filmmaker’s Code of Professional Responsibility as set forth by the California Film Commission.