



## Film Guidelines

July 2022

The following guidelines must be followed when filming within the membership district of the Petaluma Downtown Association (PDA). Exceptions must be approved of in advance by the PDA.

1. Permitting / Coordination – Film companies wishing to film within the membership boundaries of the PDA 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 PDA 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. The PDA Executive Director will be the liaison for the film company between the City Manager's office and the Sonoma County Film Office.
2. Application Deadlines – The request for a feature film or TV movie permit must be submitted 30 days prior to the first day of filming. All other types of filming are required to apply two weeks before filming begins unless directed otherwise by this office.
3. Filming Days – 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 2.
4. Filming Hours – Filming hours in the downtown may be limited. No street closures, including intermittent traffic control, will be allowed between 4:30p and 6p to facilitate commuter traffic and after work shopping.
5. Notifications – The PDA Executive Director may assist in the notification process by supplying the names and addresses of the businesses in the affected area(s) and by approving the notification and petition form(s) for factual accuracy. Samples of the forms will be made available to the film company.
6. Approval of Filming Locations – All filming must be approved in writing by 70% of the businesses who are 'directly impacted' by the filming. The area of direct impact will be determined by the PDA Executive Director after review of 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 any direction. 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 PDA 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 any direction of the filming location. These businesses must be notified of filming activity by notice. Samples are available from the PDA by request / on the PDA website.

7. Traffic / Parking Recommendations – Intermittent traffic closures will be allowed and limited to no more than three (3) minutes in duration, with a total closure of not more than thirty (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 judgement to do so.
8. Fees – All base and contract monies must be paid upfront prior to start of filming.
  - PDA Fees – A maximum fee of \$750 for each day of filming in the district may be required as compensation for the PDA's administrative assistance. Any negotiation of this fee is at the discretion of the PDA Executive Director with the approval of the PDA Board.
  - Directly Impacted Merchant Fees – Every merchant directly impacted should receive a base fee of \$500 for each day of filming. In lieu of the fee, merchants who are more severely impacted may negotiate reimbursement based upon presentation of gross receipts (gross sales less gross cost of goods sold) average of the last four similar (non-holiday) business days preceding the filming.
9. Alterations to Property / Items on Property – If the film company requires use of any property belonging to a business or any physical changes be made to property or items on property (signage, painting of the building or alteration of any physical characteristics of the property), it is at the discretion, negotiation, and approval of 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.
10. Press – The City of Petaluma will notify the press of intended filming dates and film activity in the local papers.
11. Professional Responsibility – Film makers are expected to uphold the Filmmaker's Code of Professional Responsibility as set forth by the California Film Commission.