



MEDIA RELEASE

(For Immediate Release)

December 5, 2013

City of Watsonville Temporary Flower Sales Deadline Approaching For Public Notice Regarding 2014 Temporary Flower Sales Policies

The City of Watsonville has policies to regulate seasonal transient flower sales within City limits. Under the policy, there is an annual cap of ten (10) Temporary Use Permits for seasonal flower sales within City Limits. If more than ten (10) **complete** applications are received, all applications will be placed into a lottery to be drawn on January 13, 2014. Priority will be given to those applicants located within a 7 mile radius of Watsonville City limits. Those applications that have been approved will be sent out by mail the week of January 13th. Application materials for those not selected in the lottery will be returned by mail.

The deadline for submittal of Temporary Use Permit applications to sell flowers in Watsonville is fast approaching! If you are not a fixed store-front business and plan to sell flowers for Valentine's Day or Mother's Day in 2014, you must submit a **complete** application to the City by **Thursday, January 9, 2014**. **Please note that City offices will be closed from Friday, December 20 and will not reopen until Monday, January 6, 2014**. Application forms are available at the City of Watsonville Community Development Department, 250 Main Street.

Complete Permit applications must include the following:

- A completed Flower Sales Temporary Use Permit application form. (Available at the Community Development Department – 250 Main Street, Watsonville)
- Property owner's written authorization (signature) to use property where sales are to take place.
- A site plan on 8 ½ x 11 size paper showing sales location and vehicle/pedestrian access.
- A check payable to the City of Watsonville in the amount of \$283.00.

Please note that the submittal deadline for all 2014 Temporary Flower Sales Permits is **Thursday, January 9, 2014 at 5:00 PM**. **For assistance in completing the application, or for general information about City Temporary Flower Sales policies, please call the Community Development Department at 768-3050**. Completed applications may be submitted to:

City of Watsonville Community Development Department

In Person: 250 Main Street, 1-Stop Permit Center

By Mail: City of Watsonville CDD

250 Main Street

Watsonville, CA 95076

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