## ORDINANCE NO. \_\_\_\_

AN ORDINANCE OF THE CITY OF SANTA CLARA, CALIFORNIA, REGULATING CERTAIN ACTIVITIES WITHIN A PROTECTED AREA IN CONNECTION WITH MAJOR EVENTS AND RELATED ACTIVITIES IN THE CITY OF SANTA CLARA

- **A. WHEREAS**, the City of Santa Clara ("City") is home to Levi's® Stadium ("Stadium") which opened in 2014 and regularly hosts football events, concerts, soccer matches, and other events ("Events"); and
- **B. WHEREAS,** some of the Events hosted at the Stadium attract statewide, national and/or international interest, with increased potential for safety and security risks due to their large crowds, enhanced level of media attention, large number of high-profile attendees, and increased commercial and community activity at and around the Stadium ("Special Events"); and
- C. WHEREAS, in 2026, the Stadium will host two Special Events, Super Bowl LX (and related events) in February 2026, and FIFA World Cup 2026 (and related events), from late May through early July 2026; and
- D. WHEREAS, in addition to the Stadium, the City also has within its jurisdiction various other public and private facilities, parking areas, access roads, thoroughfares and other areas which may be used for the purposes of staging and conducting activities related to the Special Events at the Stadium, including support of Special Event security, logistics, traffic management and other community or commercial activities associated with the Special Events; and
- E. WHEREAS, the Special Events will require extensive event load-in and load-out

Ordinance/Special Event Zone FIFA World Cup Rev: 11/2025 operations, including temporary structures, hospitality installations, security

screening areas, broadcast compounds, fencing, and wayfinding systems, all of

which necessitate maintaining clear and predictable access routes for emergency

services, credentialed personnel, and freight deliveries; and

F. WHEREAS, the primary ingress and egress corridors serving the Stadium are

essential for the safe movement of attendees, emergency vehicles, transit providers,

rideshare operations, and Event support staff; and

G. WHEREAS, the Stadium is supported by extensive surface parking areas,

pedestrian walkways, shuttle zones, and transit connections that experience

significant pedestrian volumes before and after Special Events, and temporary

restrictions on unpermitted vending and commercial activity within these areas are

necessary to safeguard pedestrian travel and protect adjacent residential

neighborhoods from spillover impacts; and

H. WHEREAS, event and hospitality facilities adjacent to the Stadium, including the

Santa Clara Convention Center, California's Great America theme park, and nearby

hotels are expected to host Special Event related activities such as credentialing

operations, media production, hospitality functions, fan activations, and community

programming, creating additional demand for coordinated public safety, mobility

management, and regulation of outdoor commercial activity; and

**I.** WHEREAS, given increased security risks, increased number of people visiting the

City to attend or participate in, and large scale of Special Events, and related

activities, the City has determined that it is within the public interest to adopt certain

temporary regulations ("Special Event Regulations") to mitigate and manage these

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risks consistent with City's interest in preserving the public's health, safety and

welfare; and

J. WHEREAS, the City's specific purposes for adopting the Special Event Regulations

include: (1) promoting and protecting public health, safety, and welfare in and around

the Stadium and other areas within the City impacted by Special Events; (2)

exercising responsible public stewardship by managing Special Events to maximize

economic benefits to the community, while protecting the public interest; (3)

promoting and protecting good order and aesthetic qualities in and around the

Stadium during Special Events and minimizing commercial blight; and (4) managing

congestion and pedestrian and vehicular traffic flow within a specifically defined

area around the Stadium ("Special Event Zone") that would otherwise impede the

free and safe flow of traffic, presenting safety and security risks, by hindering security

operations and interfering with emergency vehicle access; and

K. WHEREAS, the Special Event Zone boundaries will be specific to each Special

Event, and will generally align with the geofenced rideshare map, underscoring the

need to preserve adequate traffic flow, avoid congestion, and maintain safe and

orderly transportation operations during Special Events; and

L. WHEREAS, establishing the Special Event Zone in advance of Special Events will

allow the City to implement predictable and transparent regulations, coordinate

enforcement, and maintain safe and efficient event operations from early event

preparation through post-event crowd dispersal; and

Ordinance/Special Event Zone FIFA World Cup Rev: 11/2025 M. WHEREAS, certain Special Event Regulations regulate sidewalk vendors and those

regulations are directly related to the health, safety, and welfare concerns identified

in Santa Clara City Code section 5.05.440 which exist upon the sidewalks and other

pedestrian paths within the Special Event Zone; and

N. WHEREAS, in order to tailor the application of the Special Event Regulations to the

time periods and the specific geographic areas where the public health, safety and

welfare concerns are expected to arise, the Special Event Regulations will only apply,

during the time periods designated for each Special Event and only within the Special

Event Zone designated for each Special Event; and

O. WHEREAS, these designated time periods are intended to encompass not only the

days on which the Special Events occur, but also the necessary lead-up and

operational phases including load-in, construction of temporary facilities,

credentialing, security screening, and crowd-management preparations during which

health, safety and welfare impacts similarly exist; and

P. WHEREAS, maintaining these regulations continuously throughout the full

preparation, event, and dispersal periods, rather than intermittently turning them on

and off, is essential to ensuring consistent application, effective enforcement,

operational clarity for the public and stakeholders, and the uninterrupted protection of

public safety and orderly event operations; and

Q. WHEREAS, based on the foregoing, the City has a substantial interest in adopting

the Special Event Regulations set forth in this Ordinance, which shall be effective only

during the specified dates and times applicable to Special Events and within the

Special Event Zone designated.

NOW THEREFORE, BE IT ORDAINED BY THE CITY OF SANTA CLARA AS

**FOLLOWS:** 

**SECTION 1:** That the findings contained in the preamble of this Ordinance are

determined to be true and correct and are hereby adopted by the City Council as a part

of this Ordinance.

**SECTION 2: Definitions.** For purposes of this Ordinance the following terms shall have

the meanings ascribed thereto:

a. "Special Event" shall mean (1) Super Bowl LX, (2) FIFA World Cup 2026, or (3) any

similar event held at the Stadium, expected to attract statewide, national and/or

international interest, with increased potential for safety and security risks due to

their large crowds, enhanced level of media attention, large number of high-profile

attendees, and increased commercial and community activity at and around the

Stadium that is designated as a "Special Event" by resolution adopted by the City

Council.

b. "Special Event Time Period" shall mean the time period leading up to and after a

Special Event during which Special Event Regulations shall be in effect. For Super

Bowl LX the Special Event Time Period shall commence on January 29, 2026, at

8:00 a.m. and shall expire on February 10, 2026 at 10:00 p.m. For FIFA World Cup

2026 the Special Event Time Period shall commence twenty-four hours to the first

match and continue until midnight on the final match day. The specific Special Event

Time Period for FIFA World Cup 2026 is June 12, 2026, at XX through midnight on

July 1, 2026.

Other Special Event Time Periods shall be designated by the City Council by

Ordinance/Special Event Zone FIFA World Cup Rev: 11/2025 Resolution.

c. "Special Event Zone" shall mean with respect to Super Bowl LX and FIFA World

Cup 2026 that certain area surrounding the Stadium expected to be impacted by the

conduct of such events and any related activities thereby necessitating the

imposition of the Special Event Zone Regulations as more particularly shown on the

map and description attached hereto as Exhibit "A" including all publicly owned

property, public rights of way and private property located therein. Other Special

Event Zones shall be designated by the City Council by Resolution.

SECTION 3: Special Event Zone Regulations. With respect to each Special Event

designated in accordance with the terms of this Ordinance, the following regulations

shall apply for the duration of the Special Event Time Period and within the Special

Event Zone designated for such Special Event.

a. Pause on Existing Permits within Special Event Zone. All permits issued pursuant

to Chapter 5.05 of the Santa Clara City Code for approved locations within the

Special Event Zone shall be paused. If any such permit holder peddles at alternative

approved locations designated in the permit, the permit shall only be paused in part,

as applied to the approved location within the Special Event Zone, and shall remain

in full force and effect as applied to the alternative approved location.

b. Prohibition on Outdoor Sales of Food and Beverage. The outdoor sale of any food

or beverages to the public visible from any public street, sidewalk or public rights of

way shall be prohibited, including alcoholic beverages, except food or beverages

sold or distributed in the ordinary course of business at a location for which the City

has issued a Certificate of Occupancy, Conditional Use Permit or permit under

Section 3(h)(Permits Required for Parades, Races and Block Events) of this

ordinance.

c. Prohibition on Outdoor Sales of Merchandise. The outdoor sale or distribution of

merchandise (used in its broadest sense and including commercial property or

transaction(s) of every kind) to the public visible from any public street, sidewalk or

public right of way shall be prohibited, except merchandise sold or distributed in the

ordinary course of business at a location for which the City has issued a Certificate

of Occupancy, Conditional Use Permit or permit under Section 3(h)(Permits

Required for Parades, Races and Block Events) of this ordinance.

d. Prohibition on Mobile Unit Commercial Vending. Commercial vending from any

"mobile unit," which includes any vehicle, truck, trailer, pushcart, wagon, bicycle,

dray, conveyance or structure on wheels, not firmly fixed to a permanent foundation,

whether or not required to have a license to operate issued by the California

Department of Motor Vehicles, is prohibited.

e. Prohibition on Violation of State and Federal Laws. The sale or distribution of

merchandise that violates state or federal law, including without limitation counterfeit

merchandise, regardless of whether the person selling or distributing is operating

pursuant to a special permit authorized by this Ordinance, or elsewhere in the Santa

Clara City Code, is prohibited.

f. Permits Required for Temporary Structures. No temporary structure shall be

constructed, placed, occupied or used (including, but not limited to, temporary

location of mobile wireless communication facilities, tents, canopies, umbrellas and

air-supported, air-inflated and tensioned membranes) unless previously approved

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pursuant to a permit issued by the City.

g. <u>Prohibition on Distribution of Free Products.</u> The distribution or provision of free products, commercial services or coupons (otherwise referred to as sampling) and

other promotional giveaways on public streets, sidewalks or rights of way or outside

an enclosed building is prohibited.

h. Permits Required for Parades, Races and Block Events. No person shall hold,

manage, conduct, carry on or permit to be held, managed, conducted or carried on

any parade, march, race, procession, or block event, in or upon any public street,

highway, public park or public place without first obtaining a written permit from the

Police Department that meets the findings required by Santa Clara City Code

section 12.15.040.

i. Permits Required for Outdoor Commercial Signs and Advertising Displays.

Consistent with Santa Clara Zoning Code Chapter 18.42 outdoor commercial signs

and advertising displays (including, but not limited to, portable signs, signs placed

on public utility poles, flags, banners, video screens, cold air balloons, electronic

message boards, projections of commercial messages, inflatables, light emitting

diode signs of a commercial nature and building wraps) visible from any public street

are prohibited, except for signs that qualify as exempt signs under Santa Clara

Zoning Code section 18.42.070, or have a valid permit issued pursuant to Santa

Clara Zoning Code Chapter 18.42. Except as otherwise provided in this paragraph,

mobile advertising (including, but not limited to signs on or attached to a "mobile

unit" portable device or person) is prohibited. Notwithstanding the foregoing, buses,

taxicabs, and other delivery vehicles that display advertising as a secondary use of

the vehicle in the ordinary course of business, may travel within the Event Zone to

pick up and drop off passengers and goods.

**SECTION 4: Violations and Penalties.** 

a. Mobile Unit Commercial Vending Violations. Violations of the "Prohibition on Mobile

Unit Commercial Vending" provision within the public right-of-way or in a park owned

and operated by the City, are punishable by the administrative remedies authorized

in Santa Clara City Code section 5.05.420.

b. Administrative Remedies. Except as otherwise prohibited by state law, violations of

any other provision of this ordinance by any person, firm, corporation, agent or

employee thereof may be prosecuted as an administrative citation as set forth in

Santa Clara City Code section 1.10.030. Each day that a violation is permitted to

exist shall constitute a separate offense.

c. Other Enforcement Options. In the event a violation of this ordinance also

constitutes a violation of any other provision of the Santa Clara City Code, the

offender shall be prosecuted pursuant to this ordinance exclusively, and the fine and

penalty shall be as set forth in this Section 4. In addition to any other remedies

herein, this ordinance may be enforced by an injunction issued by the Superior Court

upon any suit by the City. If any activity that constitutes a violation of this ordinance

also constitutes a violation of any state, federal, or common law, this ordinance shall

not be the exclusive remedy and shall not be deemed to abrogate any other rights

and remedies that may exist under law.

**SECTION 5: Severability.** If any section, subsection, clause or phrase of this ordinance

is for any reason held to be invalid, such decision shall not affect the validity of the

remaining portion or sections of the ordinance. The City Council declares that it would

have adopted the ordinance and each section, subsection, sentence, clause or phrase

irrespective of the fact that any one or more sections, subsections, sentences, clauses

or phrases be declared unconstitutional.

**SECTION 6: No Impact on Existing Prosecutions/Fees.** The changes provided for in

this Ordinance shall not affect any offense or act committed or done or any penalty or

forfeiture incurred or any right established or accruing before the effective date of this

Ordinance; nor shall it affect any prosecution, suit or proceeding pending or any

judgment rendered prior to the effective date of this Ordinance. All fee schedules shall

remain in force until superseded by the fee schedules adopted by the City Council.

SECTION 7: CEQA. Adoption of this Ordinance is not a "project" as defined by CEQA

pursuant to CEQA Guidelines section 15378 because it does not have any potential for

resulting in either a direct physical change in the environment or a reasonably

foreseeable indirect physical change in the environment and it involves only

organizational and administrative activities of the City; it does not involve or otherwise

authorize any construction or physical activity that could impact the environment. Even

if adoption of the Ordinance was considered to be a project under CEQA, it would be

exempt from CEQA review pursuant to CEQA Guidelines section 15061(b)(3) because

it can be seen with certainty that there is no possibility that adoption of the Ordinance

would have a significant effect on environment given that it does not involve or authorize

any construction or physical activity that could impact the environment.

SECTION 8: Ordinance not codified. This Ordinance shall not be codified in the Santa

Clara City Code.

**SECTION 9: Effective date.** This Ordinance shall take effect thirty (30) days after its final adoption; however, prior to its final adoption it shall be published in accordance with the requirements of Section 808 and 812 of "The Charter of the City of Santa Clara, California."

PASSED FOR THE PURPOSE OF PUBLICATION this XX day of XXXXXX, 2025, by the following vote:

AYES: COUNCILORS:

NOES: COUNCILORS:

ABSENT: COUNCILORS:

ABSTAINED: COUNCILORS:

ATTEST:

NORA PIMENTEL, MMC ASSISTANT CITY CLERK CITY OF SANTA CLARA

Attachments incorporated by reference: (type None here or type brief description below) 1. Exhibit A - Special Event Zone for Super Bowl LX and FIFA World Cup 2026

Rev: 11/2025

## EXHIBIT A Special Event Zone for Super Bowl LX and FIFA World Cup 2026 (To Be Attached)

