

ORDINANCE NO. 2075

AN ORDINANCE OF THE CITY OF SANTA CLARA, CALIFORNIA, AMENDING ARTICLE IV (“STADIUM PILOT PROGRAM”) OF CHAPTER 5.05 (SOLICITORS AND PEDDLERS) OF “THE CODE OF THE CITY OF SANTA CLARA, CALIFORNIA”

BE IT ORDAINED BY THE CITY OF SANTA CLARA AS FOLLOWS:

WHEREAS, in 2018 the State legislature passed SB 946 which placed significant limitations on local agencies’ ability to regulate sidewalk vending;

WHEREAS, among other things, SB 946 required that any time, place, and/or manner restrictions that were placed on sidewalk vendors be supported by objective health, safety, and welfare concerns. Furthermore, SB 946 limited the types of personal information that could be collected in the permitting process, and limited the enforcement activity that a public agency could conduct;

WHEREAS, in response to a marked increase in sidewalk vending in the areas surrounding Levi’s Stadium on event days, and the noticeable safety-related concerns arising from this increased activity, the City adopted Ordinance No. 2062 establishing a street vending pilot program upon the most affected public sidewalks and pedestrian paths surrounding Levi’s Stadium in accordance with the requirements of SB 946;

WHEREAS, the Program was implemented to run during the 2023 football season, and was re-adopted to run through the 2024 non-NFL event season and football season;

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WHEREAS, during the 2023 football season, it was discovered that the portion of Old Glory Lane west of Great America Parkway – which provides pedestrian access to several Stadium parking lots – was not included in the original scope of the pilot program, but did experience the health, safety, or welfare concerns set forth in SCCC 5.05.440, and the concerns were ongoing. Accordingly, the Ordinance was amended to extend the sunset date to February 28, 2025 (to allow for further observation during the 2024 season) and to include the described portion of Old Glory Lane;

WHEREAS, during the 2024 football season, further analysis of the health, safety, and welfare concerns along Old Glory Lane was conducted, and it was determined that such concerns were primarily experienced in the east bound lanes, west of Great America Parkway. The west bound lanes of Old Glory Lane, west of Great America Parkway, were open to permitted vendors and posed no health, safety, and welfare concerns;

WHEREAS, after observing and analyzing sidewalk vending operations during two football seasons and one non-NFL event season, the City has determined that the restrictions set forth in this Ordinance should be made permanent, subject only to further amendment of this Ordinance by Council action, as they are directly related to observed and experienced health, safety, and welfare concerns in the areas listed. These concerns are extremely serious and will not be mitigated without continued enforcement; and

WHEREAS, for these reasons, the City Council deems it to be in the best interests of the City permanently codify the Stadium Pilot Program as the “Stadium Area Sidewalk Vending” Ordinance, Article IV of Chapter 5.05 of the City Code, and modify the time, place, manner restrictions as stated.

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

SECTION 1: That Article IV (previously entitled “Stadium Pilot Program,” now entitled “Stadium Area Sidewalk Vending”) of Chapter 5.05 (entitled “Solicitors and Peddlers”) of Title 5 (entitled “Business Licenses and Regulations”) of “The Code of the City of Santa Clara, California” is amended as follows:

“Article IV. Stadium Area Sidewalk Vending

5.05.400 Definitions

5.05.410 Purpose

5.05.420 Permit Required

5.05.430 Time, Place, or Manner Restrictions

5.05.440 Health, Safety, or Welfare Concerns

5.05.450 Enforcement

5.05.400 Definitions.

(a) “Event Days” means days on which events are held at the Stadium which necessitate street closures pursuant to the Traffic Management and Operations Plan.

(b) “Sidewalk Vendor” means a person who sells food or merchandise, whether stationary or roaming, from a pushcart, stand, display, pedal-driven cart, wagon, showcase, rack, or other nonmotorized conveyance, or from one’s person, upon a public sidewalk or other pedestrian path.

(c) “Stadium Area” means those specific streets or paths enumerated in SCCC

5.05.430.

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5.05.410 Purpose.

The purpose of this Article is to strike a balance between supporting entrepreneurship and maintaining a safe environment for Stadium patrons by enacting an Ordinance regulating the time, place, and manner in which Sidewalk Vendors may conduct business within the designated Stadium Area surrounding Levi's Stadium on Event Days, based upon objective health, safety, and welfare concerns.

5.05.420 Permit Required.

(a) At any time, whether on an Event Day or otherwise, Sidewalk Vendors operating within the Stadium Area must possess a valid sidewalk vending permit issued by the Chief of Police or designee.

(b) To obtain a sidewalk vending permit, Sidewalk Vendors must complete a permit application, which shall be on a form available at the Police Department, with the following information:

(1) Categories of personal identification and business information to be enumerated by the Police Department on the application, which shall be in accordance with Senate Bill 946

(2) Fingerprinting in accordance with SCCC 5.05.050

(3) Business Tax Certificate in accordance with SCCC 3.40.060

(4) Proof of current and valid permit, or other form of approval, from other applicable public agencies including, but not limited to, the Santa Clara County Department of Environmental Health

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(5) If an individual or entity other than the applicant owns the pushcart, stand, display, pedal-driven cart, wagon, showcase, rack, or other nonmotorized conveyance used by the applicant, such individual or entity shall be identified in the manner prescribed by the Police Department

(6) If the applicant is employed or otherwise engaged by another individual or entity to perform Sidewalk Vendor services, such individual or entity shall be identified in the manner prescribed by the Police Department, which shall be in accordance with Senate Bill 946

(c) Permits shall be valid for a period of one year and Sidewalk Vendors must renew their permits annually.

(d) Fees associated with the initial permit application or annual renewal shall be established by resolution of the City Council and must be remitted at the time of submission of the application or request for renewal.

(e) An initial permit application may be denied under any of the following circumstances:

(1) The applicant failed to submit all required information or fees

(2) The applicant falsified information on the application, concealed a material fact or otherwise committed any fraud in the application

(3) Within the past five years, the applicant had a criminal judgment for misdemeanor or felony entered against him or her for a crime of violence or a property crime related to theft or fraud

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(f) A request for permit renewal, which shall be on a form available at the Police Department, may be denied under any of the following circumstances:

(1) The applicant failed to submit all required information or fees

(2) The applicant failed to request renewal prior to expiration of the permit

(3) The applicant falsified information on the application, concealed a material fact, or otherwise committed any fraud in the application

(4) Within the past five years, the applicant had a criminal judgment for misdemeanor or felony entered against him or her for a crime of violence or a property crime related to theft or fraud

(5) Four or more violations, as set forth in Section 5.05.450

(g) A permit may be revoked by the Chief of Police or designee under any of the circumstances set forth in subsection (f) above

(h) The decision of the Chief of Police or designee to deny, revoke, or not renew, a permit may be appealed under the procedures set forth in SCCC Sections 2.115.050 – 2.115.090.

(i) The permit issued pursuant to this Article, and all interests, rights and obligations pertaining thereto, are personal to the holder of such permit, and are not transferable or assignable, by operation of law or otherwise.

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5.05.430 Time, Place, or Manner Restrictions

(a) No Sidewalk Vendor shall sell food or merchandise, whether stationary or roaming, from a pushcart, stand, display, pedal-driven cart, wagon, showcase, rack, or other nonmotorized conveyance, or from one's person, upon a public sidewalk or other pedestrian path, within the Stadium Area on Event Days during the hours of street or trail closures.

(b) The Stadium Area shall be defined as the following:

- (1) Tasman Drive (from Great America Parkway to Calle de Sol)
- (2) Tasman Drive eastbound off-ramp to Star and Stripes Drive
- (3) Tasman Drive stairways to Stars and Stripes Drive
- (4) Great America Parkway (from Bunker Hill Drive to Patrick Henry Drive)
- (5) Stars and Stripes Drive (from the Tasman Drive eastbound off-ramp to

Bill Walsh Way)

- (6) San Tomas Aquino Creek Trail (from Great America Parkway to

Agnew Road)

- (7) Old Glory Lane east of Great America Parkway

- (8) East bound Old Glory Lane (from Old Ironsides Drive to Great America

Parkway)

(c) No sidewalk vendor shall exceed an operational space of 10' by 10'. All food, merchandise, equipment, and other accessories related to sidewalk vending must fit within the defined operational space.

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5.05.440 Health, Safety, or Welfare Concerns

The following health, safety, or welfare concerns exist upon the sidewalks and other pedestrian paths listed in SCCC 5.05.430, and support the restrictions set forth therein:

(a) Sidewalk Vending in the Stadium Area on Event Days and the associated customer queues scattered within a large, high-density, pedestrian group presents a variety of risks to the vendors, their customers, other pedestrians, emergency responders, vehicular traffic, and pedi-cab traffic

(b) Interfering with the ability of disabled persons and other pedestrians to safely follow a path of travel in both ingress and egress from the Stadium on Event Days

(c) Interfering with the ability of public safety or other emergency responders to quickly and safely travel through the crowds

(d) Sidewalk Vending and associated customer queues extending into vehicular and pedi-cab driving lanes, and in close proximity to rail lines

(e) Unsafe and unsanitary food preparation, storage, and handling practices, including lack of hand washing facilities

(f) Inadequate waste disposal that can lead to pollution, or hazardous and unsanitary conditions

(g) Use of propane tanks on portable carts without security measures is particularly dangerous in the context of a large, highly dense, pedestrian group

(h) Hot greasy cook tops without structures for safety clearances and required fire extinguishing devices which are particularly dangerous in the context of a large, highly dense, pedestrian group

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(i) Merchandise sales of counterfeit, unsafe or inappropriate items (e.g., flares) that are particularly dangerous in the context of a large, highly dense, pedestrian group

(j) Alcohol being sold to Stadium patrons without Alcoholic Beverage Control permits, particularly in situations in which Stadium halts alcohol sales prior to the conclusion of the event for safety purposes

5.05.450 Enforcement

(a) A violation of any requirement of this Article IV, except for permit requirements under SCCC 5.05.420, is punishable only by the following administrative penalty structure or permit revocation:

(1) One hundred dollars (\$100) for a first violation

(2) Two hundred dollars (\$200) for a second violation within one year of the first violation

(3) Five hundred dollars (\$500) for each additional violation within one year of the first violation

(4) The Chief of Police or designee may rescind a permit issued to a sidewalk vendor for the term of that permit upon the fourth violation or subsequent violations

(b) A Sidewalk Vendor operating within the Stadium Area without possessing a valid sidewalk vending permit issued in accordance with SCCC 5.05.420 is subject to the following penalties:

(1) Two hundred fifty dollars (\$250) for a first violation

(2) Five hundred dollars (\$500) for a second violation within one year of the first violation

(3) One thousand dollars (\$1,000) for each additional violation within one year of the first violation.

(c) The Police Department shall make available instructions or other materials explaining a Street Vendor’s right to request an ability-to-pay determination pursuant to SB 946.”

SECTION 2: Ordinances Repealed. With exception of the provisions protected by the savings clause, all ordinances (or parts of ordinances) in conflict with or inconsistent with this ordinance are hereby repealed.

SECTION 3: Savings clause. 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 4: 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.”

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PASSED FOR THE PURPOSE OF PUBLICATION this 28TH day of JANUARY, 2025, by the following vote:

AYES:	COUNCILORS:	Chahal, Cox, Gonzalez, Hardy, Jain, and Park, and Mayor Gillmor
NOES:	COUNCILORS:	None
ABSENT:	COUNCILORS:	None
ABSTAINED:	COUNCILORS:	None

ATTEST: 
NORA PIMENTEL, MMC
ASSISTANT CITY CLERK
CITY OF SANTA CLARA

FINALLY PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA this 25TH day of FEBRUARY, 2025, by the following vote:

AYES:	COUNCILORS:	Becker, Chahal, Hardy, Jain, Park, and Watanabe, and Mayor Gillmor
NOES:	COUNCILORS:	None
ABSENT:	COUNCILORS:	None
ABSTAINED:	COUNCILORS:	None

ATTEST: 
NORA PIMENTEL, MMC
ASSISTANT CITY CLERK
CITY OF SANTA CLARA

Attachments incorporated by reference: None