

Approve Introduction of an Ordinance Amending Article IV ("Stadium Pilot Program") of Chapter 5.05 ("Solicitors and Peddlers") of the City Code to Make the Stadium Pilot Program Permanent

Item #6 - RTC 25-1087

January 28, 2025

1



Background

- January 2019 SB 946 limits local enforcement authority against illegal sidewalk vendors
- April 18, 2023 RTC 23-211 summarized limits imposed by SB 946 and recommended a pilot program focused on Levi's stadium
- July 18, 2023 First reading to Adopt Ordinance No. 2062
 - Create a Limited-Term Pilot Project Regulating Vending Surrounding Levi's Stadium on Event Days
- August 22, 2023 Second reading to Adopt Ordinance No. 2062
- August 25, August 30 and September 16 Educational efforts occurred at Levi's events
- September 21, 2023 Ordinance effective and Pilot Program began
- January 31, 2024 Program expired and considered repealed
- March 19, 2024 Expired Pilot Program extended with slight modification



Pilot Program Outline

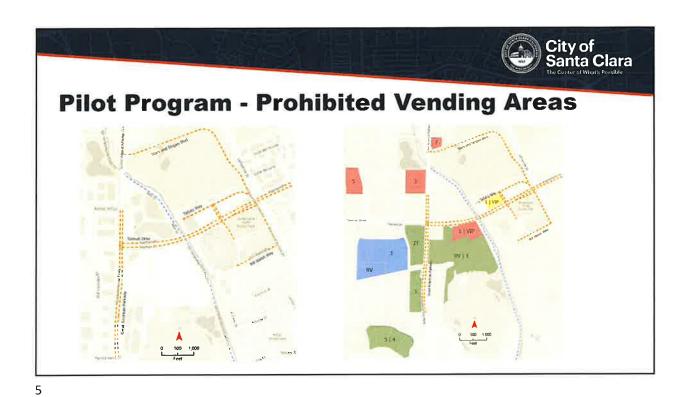
The Pilot Program has included:

- Amendments to Chapter 5.05 and 9.05.165 of City Code
- Area footprint for Ordinance implementation
- Communication plan to vendors prior to implementation and during the pilot period
- · Enforcement plan
- Potential partnerships with other enforcement agencies and stakeholders
- Modifications to the existing permitting process
- Pilot Program fee and tax waiver up to \$30,000
- Post-pilot-program considerations and future updates to Council

3



4







- 29 major events have occurred since the Pilot Program inception
- · Distributed multi-lingual educational flyers to vendors
- · Identified "supply vans" for early intervention and education
- Issued compliance admonishments to unpermitted vendors
- Issued administrative citations to unpermitted vendors
- · Significant positive impact on compliance
 - Yet, steady stream of new vendors each event





6



Proposed - Prohibited Vending Areas



7



Staff Recommendation

- The staff recommendation is to approve an amended Ordinance as follows:
- 1) Remove the sunset date to make the Ordinance permanent (but subject to modification by amendment, of course)
- 2) Modify to adjust City Code Section 5.05.430 Time, Place or Manner restrictions to read:
- (b) (7) "Old Glory Lane east of Great America Parkway"
- (b) (8) "East bound Old Glory Lane (from Old Ironsides Drive to Great America Parkway)"
- 3) To the same section, add (c) to read, "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."
- 4) Waive first reading and approve introduction of an Ordinance amending Article IV ("Stadium Pilot Program") of Chapter 5.05 ("Solicitors and Peddlers") of the Santa Clara City Code to make the Pilot Program permanent as the "Stadium Area Sidewalk Vending" Ordinance

