

VENDING GUIDELINES

Business Licenses

Generally, if you are doing any business within the city limits of the City of Santa Cruz, you are required to have a business license. For information, please contact the City Finance Department (see Contact Information).

Permittee shall operate in the residential and industrial areas of the City as shown on the attached map, with the following limitations:

1. Permittee shall not operate on or within one hundred (100) feet of the following streets:

Bay Street/Bay Drive

Beach Street

Evergreen Street

Front Street

Harvey West Boulevard

High Street

Laurel Street

Main Street

Mission Street

Ocean Street

Pacific Avenue

River Street

Second Street

Soquel Drive

Water Street

West Cliff Drive.

- 2. Permittee shall not vend within 300 feet of any school.
- 3. Permittee shall not vend in, or immediately adjacent to, any City park or on any City beach.
- 4. Permittee shall not vend in traffic congested areas where it may impede or inconvenience the public, obstruct vehicular, bicycle or pedestrian traffic, or otherwise create a traffic hazard.
- 5. Permittee shall not operate the vending vehicle in such a way as to cause or result in traffic hazards

Commercial Activities Prohibited

No commercial use, sales or solicitation is allowed in the following areas, unless it is included in a special event permit or lease or license agreement:

- a. On West Cliff Drive between Columbia Street and Beach Street;
- b. On Beach Street between West Cliff Drive and Third Street;
- c. On the vehicle and pedestrian thoroughfares of the Santa Cruz Municipal Wharf or on the Municipal Wharf's south end, Commons, and Agora;
- d. On the property abutting the ocean side of Beach Street between Westbrook and Cliff Streets.
- e. On the Beach Street Promenade Deck.

Vending in Commercial Areas

No street vending is allowed in commercial areas except under limited circumstances, as described in the following sections. Unless you have a valid vending permit, it is illegal to sell, barter, or exchange any goods from a vehicle on any City street.

Commercial Use of Sidewalks

Use of the sidewalk area on Pacific Avenue for a commercial purpose or sales may be permitted as an extension of the business operating in the adjacent building. Commercial use of streets or sidewalks in other commercial areas is not permitted.

The property owner and business operator of the business on the property adjacent to the extension area must apply for a license to use the sidewalk as an extension area. The revocable license is issued to the business operator for the business adjacent to the extension area. The business receiving the license is required to meet certain insurance requirements, including providing liability insurance, workers' compensation insurance, and automobile bodily injury and property damage liability insurance.

For information, please contact the Planning Department. (see Contact Information).

Commercial Activities on the Municipal Wharf

Commercial activities on the Municipal Wharf may be conducted only under a lease or license agreement approved by the City Council. For information, please contact the City's Property Manager (see Contact Information).

Vending from Carts or Vehicles – Vending Permits

No street vending is allowed in commercial districts unless it is part of a permit for a special event. Street vending is allowed only in residential and industrial areas, and only under a permit issued by the Santa Cruz Police Department. Vending permits are issued only for the sale of fruits, vegetables and foodstuffs. It is otherwise illegal to sell, barter, or exchange any goods from a vehicle standing or parked on a City street.

The Santa Cruz Police Department may approve a permit for vending only if it can make findings that the operation of the vending vehicle, wagon, or cart will not result in traffic hazards, and will not disrupt the neighborhoods in which it will be operated.

When vending is allowed, vending permit conditions include the following:

- a. No vending is allowed within 300' of a school, or in or adjacent to City parks,
- b. The maximum time at any location is 15 minutes per stop; the vendor then needs to move at least one block,
- c. A County Environmental Health permit is required,
- d. A City business license is required, and
- e. A background check by the Police Department is required.

Because vending permit applications are reviewed by City departments and approved by the Santa Cruz Police Department, it is recommended that you submit a complete application at least ninety days before you wish to begin operation of the mobile food vending business.

For information, please contact the Santa Cruz Police Department (see Contact Information).

Special Events

Commercial special events include any commercial public assembly that is scheduled to take place on or which will be conducted contiguous to a City street, sidewalk, alley or other right-of-way. These include one-time events and those that occur weekly, monthly, semi-annually, or annually.

The City Special Event permit process informs City departments and citizens of your event, well in advance, so you receive the best services and support possible. Specifically, the permit process coordinates City departments and provides guidelines for services, equipment, and resident notification.

The City Manager's Office through the Special Events Coordinator is the City liaison throughout the special event permit process. Fees for special events are calculated according to its location, size, attendance and City personnel requirements, and include fees based on a percentage of sales at the event.

For information about sponsoring a special event, please contact the City Manager's Office Special Events Coordinator (see contact information).

If you want to sell your products at a special event you will need to contact the event's sponsor.

Vending on Private Property

In Commercial Areas

In certain cases, outdoor sales may be allowed adjacent to existing businesses in commercial areas. The Planning Department must review the activity to determine whether the particular activity may be allowed in a particular location, and what type of permit would be required.

Home Occupations

The City's requirements regarding home occupations allow enterprises that are secondary to the home's use as a dwelling place. A home occupation must be compatible with surrounding residential uses. The Planning Department can provide information regarding how this might work for your specific circumstances, and what permits would be required.

Yard Sales/Garage Sales

Garage sales may be held on residentially-used properties, and are not to exceed three days during any six-month period. No permit is required.

Please contact the Planning Department (see Contact Information) for more information about vending on private property.

Other Requirements

Metaphysical Permits

In addition to any requirements for business licenses or land use-related permits, a permit from the Santa Cruz Police Department is required to engage in fortune telling or metaphysical science business (such as astrology, tarot, palmistry, numerology, bio-rhythm, graphology, and parapsychology). This rule applies to anyone engaging in these activities for receipt of anything of value, including donations or offerings. For information, please contact the Santa Cruz Police Department (see Contact Information).

Amplified Sound

Generally, sound amplification is not allowed except pursuant to a permit issued by the Santa Cruz Police Department. For more information, please contact the Santa Cruz Police Department (see below).

Contact Information

City Contact Information

Website: www.cityofsantacruz.com

City Manager's Office 809 Center Street, Room 10 Santa Cruz, CA 95060 (831) 420-5010

Finance Department 809 Center Street, Room 101 Santa Cruz, CA 95060 (831) 420-5070

Parks and Recreation 323 Church Street Santa Cruz, CA 95060 (831) 420-5270 Planning Department 809 Center Street, Room 206 Santa Cruz, CA 95060 (831) 420-5100

Santa Cruz Police Department 155 Center Street Santa Cruz, CA 95060 (831) 420-5800

Property Manager Redevelopment Department 337 Locust Street Santa Cruz, CA 95060 (831) 420-5150

Other Contact Information

County of Santa Cruz Environmental Health Dept. 701 Ocean Street, Room 312 Santa Cruz, CA 95060 (831) 454-2022 California State Parks Santa Cruz District Administation/Information (831) 429-2850