



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: OCTOBER 18, 2016**

**FROM: MUSEUM AND CULTURAL AFFAIRS      WARDS: ALL**  
**DEPARTMENT**

**SUBJECT: AMENDMENT TO RIVERSIDE MUNICIPAL CODE CHAPTER 5.08, BUSINESS TAXES, LICENSES AND REGULATIONS- SOLICITING, AND CHAPTER 13.20, STREETS AND SIDEWALKS - PEDESTRIAN MALL, TO PROHIBIT SOLICITATION FOR ON THE PEDESTRIAN MALL AT MAIN STREET**

## **ISSUES:**

Adopt an ordinance to amend Riverside Municipal Code Chapter 5.08, Business Taxes, Licenses and Regulations - Soliciting, and Chapter 13.20, Streets and Sidewalks – Pedestrian Mall, to prohibit solicitation for money, donations, products or services on the Pedestrian Mall at Main Street (“Pedestrian Mall”).

## **RECOMMENDATIONS:**

That the City Council introduce and subsequently adopt the attached ordinance to amend Riverside Municipal Code, Chapter 5.08, Business Taxes, Licenses and Regulations - Soliciting, and Chapter 13.20, Streets and Sidewalks - Pedestrian Mall, to prohibit solicitation for money, donations, products or services on the Pedestrian Mall.

## **BACKGROUND:**

Chapter 13.20 of the Riverside Municipal Code created the Pedestrian Mall at Main Street Riverside. The Pedestrian Mall is generally defined as Main Street between the southerly line of Sixth Street and the northerly line of Tenth Street. Under Chapter 13.20, vehicular traffic is prohibited, except in certain circumstances as defined therein. Chapter 13.20 also allows for special events to occur on the Pedestrian Mall, as permitted by the Public Works Director or his/her designee. The Festival of Lights is one such special event that occurs on the Pedestrian Mall.

Chapter 5.08 of the Riverside Municipal Code regulates solicitation by means of requesting, directly or indirectly, money, donations, merchandise, periodicals or services, on private property or in City-owned buildings. Currently Chapter 5.08 does not prohibit solicitation on the Pedestrian Mall. The Pedestrian Mall is highly used by pedestrians throughout the year and especially during the City’s Annual Festival of Lights event. In connection with the Festival of

Lights, the Museum and Cultural Affairs Department is authorized to issue permits to specific vendors and assign specific locations on the Pedestrian Mall in which they can sell their product. There have been numerous unauthorized vendors during the Festival of Lights, as well as other times throughout the year. This ordinance will allow City staff to better control and regulate the Pedestrian Mall for a more positive experience for all.

Chapter 13.20 of the Riverside Municipal Code establishes the boundaries for the Pedestrian Mall. It also provides for the approval of limited vehicular access and for special events for to occur on the Pedestrian Mall.

The proposed ordinances will amend Chapters 5.08 and 13.20 of the Riverside Municipal Code to prohibit solicitation on the Pedestrian Mall, at all times, but especially during the Festival of Lights. The boundaries of the Pedestrian Mall will be incorporated into Chapter 5.08. The specific prohibition on soliciting, selling or offering for sale, by taking orders, subscriptions, direct sales or any other method, any merchandise or printed matter will also be incorporated into Chapter 13.20.

### **FISCAL IMPACT:**

There is no direct fiscal impact as a result of these proposed amendments.

Prepared by:	Sarah S. Mundy, Museum & Cultural Affairs Director
Certified as to availability of funds:	Scott Miller PhD, Chief Finance Officer/Treasurer
Approved by:	Alexander T. Nguyen, Assistant City Manager
Approved as to form:	Gary G. Guess, City Attorney
Attachment:	Ordinance