



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: OCTOBER 3, 2017

FROM: MUSEUM & CULTURAL AFFAIRS DEPARTMENT WARD: 1

**SUBJECT: AN ORDINANCE OF THE CITY OF RIVERSIDE, CALIFORNIA, AMENDING
TITLE 13 OF THE RIVERSIDE MUNICIPAL CODE BY ADDING CHAPTER 13.21
ESTABLISHING REGULATIONS FOR STREET PERFORMERS DURING THE
FESTIVAL OF LIGHTS AND PROVIDING LEGISLATIVE FINDINGS THERETO**

ISSUE:

Receive an update on the stakeholder meeting regarding the proposed regulations for street performers during the Festival of Lights, and adoption of an ordinance of the City of Riverside, California, amending Title 13 of the Riverside Municipal Code by adding Chapter 13.21 establishing regulations for street performers during the Festival of Lights and providing legislative findings thereto.

RECOMMENDATION:

That City Council:

1. Receive an update on the stakeholder meeting regarding the proposed regulations for street performers during the Festival of Lights; and
2. Introduce and subsequently adopt the attached Ordinance (Attachment 1) adding Chapter 13.21 to the Riverside Municipal Code Chapter establishing regulations for street performers during the Festival of Lights.

DISCUSSION:

On August 22, 2017 City Council meeting, the Governmental Affairs Committee had recommended introduction of an Ordinance of the City of Riverside, California, amending Title 13 of the Riverside Municipal Code by adding Chapter 13.21 establishing regulations for street performers during the Festival of Lights and providing legislative findings thereto (Attachment 2). At this meeting, public comment speakers raised various concerns about the impact the proposed ordinance would have on street performers, especially musicians. City Council directed staff to meet with some of the street performers regarding this Ordinance and return with an update on potential resolutions.

Staff also received written comments from downtown business owners raising concerns over street performers blocking their shop's entryway, preventing their customers from entering, thus hurting their business.

On September 6, 2017, staff met with three of the musicians who spoke at the August 22, 1017 Council meeting to discuss the ordinance and to work together on a solution that allows Street Performers to continue their presence at the Festival of Lights while maintaining safety for all. The discussion resulted in keeping the ordinance as written *and* to expand the street performance experience.

We discussed three major interests:

1. The City's need to maintain public safety, hence the proposed ordinance to keep the core of the Main Street Mall accessible during the peak times of Festival of Lights.
2. The shop owners' need to keep their entryways accessible for customers.
3. The street performers' need for having viable performance space, especially where the crowds of people are.

The solution we worked out satisfies all three major interests outlined above. It keeps the core of the Festival of Lights accessible during peak times, keeps business entryways clear, and provides street performers with viable space.

Everybody agreed that maintaining public safety is paramount, and that having large crowds gathering around a performer which blocks access is unacceptable.

The solution is to create two designated locations that highlight Riverside's Street Performers.

The new street performance areas are the front of the Metropolitan Museum and the front of the Main Library adjacent to The Mission Inn Hotel & Spa. These locations would be designated and marked by stickers and/or signs. Staff will incorporate these locations on map signage throughout the footprint of the Festival, on the Festival website and add advertising and Social Media posts to draw attendees to these performance locations. It was also agreed that giving these areas a distinct name and location would draw attention and excitement for Festival attendees. Additionally, staff and community members would work together to disseminate information and highlight the designated areas.

FISCAL IMPACT:

There is no fiscal impact with the receipt of the report.

Prepared by: Alexander T. Nguyen, Assistant City Manager/ Acting Museum & Cultural Affairs Director

Certified as to

availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer

Approved by: Alexander T. Nguyen, Assistant City Manager

Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Ordinance
2. August 22, 2017 City Council report
3. Communications from business owners
4. Presentation