



**DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES**

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PARKS AND RECREATION  
• NORTH  
• SOUTH  
• CITY-WIDE

February 21, 1991

Law and Legislation Committee  
Sacramento, California

Honorable Members In Session:

**SUBJECT: AN ORDINANCE ADDING SECTION 27.55 TO THE SACRAMENTO CITY CODE RELATING TO THE AUTHORIZATION OF COMMERCIAL ACTIVITIES IN CITY PARKS BY THE DIRECTOR OF THE DEPARTMENT OF PARKS AND COMMUNITY SERVICES OR HIS/HER DESIGNEE**

**SUMMARY**

This report recommends the addition of Section 27.55 to the Sacramento City Code authorizing the Director of the Department of Parks and Community Services or his/her designee to permit commercial activities in City parks in connection with special programs and events sponsored or co-sponsored by the City.

**BACKGROUND**

In support of the continuing revitalization and/or animation of City parks, the Department of Parks and Community Services increasingly sponsors or co-sponsors special programs and events to enhance park use and provide quality cultural and recreational activities for the benefit of a growing community. Ongoing special programs and events held in parks that have been received positively by the community include the City Life program, Oak Park Concert Series, Pumpkin Patch and Winter Festivals.

Commercial activities, including the sale of food, related merchandise, and/or recreation services, have proved to complement and enhance these special programs and events, adding to their enjoyment by the community. Examples include food vending, arts and crafts sales, and children's rides. Currently, the Sacramento City Code contains general prohibitions against commercial and business activities in any park (Section 27.50(d) and (f)). This proposed new section to the ordinance would serve to clarify the permitting of commercial activities in parks as they relate to special events and programs.

Therefore, staff recommends the addition of Section 27.55 to the Sacramento City Code which would authorize the Director of the Department of Parks and Community Services or his/her designee to permit commercial activities within any park in connection with special programs and events sponsored or co-sponsored by the City, if the commercial activity complements and enhances the program or event and does not detract from the use of the park for ordinary park purposes. The Director will establish guidelines for selection of commercial participants and consider their potential impact on the park and surrounding neighborhood prior to authorizing any such activity.

#### FINANCIAL DATA

Commercial vendors and operators would be subject to any related fees or percentages of revenues earned while operating at a special program or event. In addition, commercial vendors and operators will be subject to all insurance, business licenses, and permits required by the City of Sacramento.

#### POLICY CONSIDERATIONS

This report is consistent with City Council's endorsement of efforts to revitalize urban parks and encourage cultural and recreational development within the community.

#### MBE/WBE EFFORTS

MBE/WBE vendors and operators will be encouraged to apply for participation in these special programs and events.

#### RECOMMENDATION

It is recommended that City Council enact the proposed ordinance authorizing the Director of the Department of Parks and Community Services or his/her designee to permit commercial activities in City parks in connection with special programs and events sponsored or co-sponsored by the City.

Respectfully submitted,



Robert P. Thomas, Director  
Parks and Community Services

RPT:ja

LHROrd1

February 21, 1991  
All Districts

# ORDINANCE NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

AN ORDINANCE ADDING SECTION 27.55 TO THE SACRAMENTO CITY CODE RELATING TO THE AUTHORIZATION OF COMMERCIAL ACTIVITIES IN PARKS BY THE DIRECTOR OF THE DEPARTMENT OF PARKS AND COMMUNITY SERVICES OR HIS/HER DESIGNEE

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Section 1

Section 27.55 is hereby added to the Sacramento City Code to read as follows:

**Sec. 27.55. Exception -- Certain Commercial Activities**

Any other provision of this article notwithstanding, the Director or his/her designee may authorize commercial activities within any park in connection with special programs or events sponsored or co-sponsored by the City, if he/she determines that the commercial activity complements and enhances the special program or event and does not detract from the use of the park for ordinary park purposes. In determining the type and extent of commercial activities to be authorized, the Director of the Department of Parks and Community Services or his/her designee shall consider their potential impact on the park and surrounding neighborhood. The Director shall establish guidelines for selection of commercial applications. The selection decisions made by the Director shall be final.

DATE PASSED FOR PUBLICATION:

DATE ENACTED:

DATE EFFECTIVE:

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

FOR CITY CLERK USE ONLY

ORDINANCE NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

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