



CITY OF POMONA

COUNCIL REPORT

November 18, 2024

To: Honorable Mayor and Members of the City Council

From: Anita D. Gutierrez, City Manager

Submitted By: Betty Donovanik, Development Services Director

**SUBJECT: SECOND READING AND ADOPTION OF ORDINANCE NO. 4349
AMENDING POMONA CITY CODE CHAPTER 30 (LICENSES,
PERMITS AND MISCELLANEOUS REGULATIONS), ARTICLE X
(SIDEWALK VENDING) AND CREATING NEW REGULATIONS FOR
SIDEWALK VENDING OPERATIONS**

RECOMMENDATION:

It is recommended that the City Council adopt the following ordinance:

**ORDINANCE NO. 4349 – AN ORDINANCE OF THE CITY COUNCIL OF
THE CITY OF POMONA, CALIFORNIA, AMENDING POMONA CITY
CODE CHAPTER 30 (LICENSES, PERMITS AND MISCELLANEOUS
REGULATIONS), ARTICLE X (SIDEWALK VENDING) AND CREATING
NEW REGULATIONS FOR SIDEWALK VENDING OPERATIONS**

DISCUSSION:

This ordinance was first introduced at the October 21, 2024 City Council Meeting (Attachment No. 2). The purpose of proposed Ordinance No. 4349 (Attachment No. 1) is to amend the City's existing Sidewalk Vending regulations to enhance the Sidewalk Vending Program with amended Rules and Regulations that would encourage entrepreneurship, providing economic opportunity for people to support themselves and their families, reflecting the values of the City, while also ensuring consumer protection, especially with respect to compliance with public health standards, and coordinate the multiple uses of the public right-of-way ensuring the unobstructed flow of pedestrian traffic on public sidewalks and pedestrian paths, and vehicular traffic on roadways.

The ordinance will take effect 30 days after its adoption on December 18, 2024.

FISCAL IMPACT:

Resolution No. 2024-183 was adopted at the October 21, 2024 City Council Meeting. The resolution authorized an amendment to the FY 2024-25 General Fund Operating budget by increasing appropriations by \$16,000 in Development Services Code Enforcement account number 101-1740-51030-00000 to fund educational street outreach for sidewalk vendors.

Prepared by:
Betty Donovanik
Development Services Director

ATTACHMENTS:

Attachment No. 1 – Proposed Ordinance No. 4349
Attachment No. 2 – Staff Report No. 11 dated October 21, 2024