

Jomsky, Mark

From: Sharon Freeark <sharon@success-reps.com>
Sent: Tuesday, December 11, 2018 3:09 PM
To: Jomsky, Mark
Subject: Street Vendors in Pasadena

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December 10, 2018

Mayor Tornek and City Council

Pasadena City Hall
100 N. Garfield Ave
Pasadena, CA 91101

Dear Mayor and City Council,

As a resident of Pasadena for the past 18 years, I am very concerned about the impact of the new state regulations supporting the sale of food items and other merchandise by sidewalk vendors. There will be a severely negative impact on our residents' quality of life when a higher concentration of vendors are filling our parks as well.

I believe the proposed ordinance in support of this new state law will negatively impact neighborhood character, safety, health, and overall quality of life for Pasadena residents unless the following revisions are made under section 12.10.040:

- Vendors should only be permitted on sidewalks with a minimum width of 8 ft to ensure safe pedestrian zones and to meet the desired level of service in areas with higher pedestrian volumes (such as Old Pasadena);
- Vendors must not be stationary within 100 ft of an intersection, school, or other vendor;
- Vendors should not be allowed to set up within 25 ft of any driveway, building entrance, or bike rack;
- Bulky items such as tables or large carts must be prohibited in the public right of way to prevent hazards for pedestrians and disabled people;
- If operating in a park, vendors should not be allowed to actively sell, solicit, pitch, or otherwise approach people to sell their goods;
- A limit of one vendor per acre is necessary to prevent an undue concentration of commercial activity that unreasonably interferes with the scenic and natural character of the park;
- Parks smaller than one acre should be exempt from vendors in order to ensure the public's use and enjoyment of natural resources and recreational opportunities; and
- Taxes and fees for permits must be charged in relation to covering costs incurred by city departments to enforce the licensing and monitoring of vendors throughout our city.

I am very concerned that if these additional revisions are not included in the ordinance we will have an overconcentration of vendors throughout our city causing safety concerns for pedestrians and limiting the enjoyment of our natural resources and recreational opportunities. Overall, if these revisions are not adopted, monitored, and enforced, we will essentially be commercializing all sidewalks, parks, and neighborhoods, at the cost of our city's character.

Thank you for taking your time to consider these concerns,

Sharon Freeark
754 S Madison Ave