



**CITY OF ARCADIA  
PROMOTIONAL ENTERTAINMENT EVENTS  
PARKING LOT, SIDEWALK SALES**

Arcadia Municipal Code Section 6415. to 6415.6 Division 5 Promotional Entertainment Events, Parking Lots. Arcadia Municipal Code Section 6439.1 to 6439-2 Sidewalk Sales. Both of these regulations have been attached for your convenience.

A permit is required for all promotional, entertainment, sales and outside events held in parking lots and on sidewalks. If your business is planning an event please complete the application and submit to the Business License Office.

**NAME OF BUSINESS:** \_\_\_\_\_

**LOCATION:** \_\_\_\_\_

**NAME OF PERSON IN CHARGE** \_\_\_\_\_

**OF EVENT:** \_\_\_\_\_

**PHONE NO.:** \_\_\_\_\_

**EMERGENCY PHONE NO.:** \_\_\_\_\_

**DATE & TIME OF EVENT:** \_\_\_\_\_

**DATE OF CONSTRUCTION &** \_\_\_\_\_

**SET-UP & TAKE DOWN:** \_\_\_\_\_

**HOURS OF EVENT:** \_\_\_\_\_

Please indicate what type of equipment will be used or involved in the event.

- |                     |                          |                 |                          |                        |                          |
|---------------------|--------------------------|-----------------|--------------------------|------------------------|--------------------------|
| Tents or canopy     | <input type="checkbox"/> | Food service    | <input type="checkbox"/> | Alcohol served or sold | <input type="checkbox"/> |
| Animals             | <input type="checkbox"/> | Outside vendors | <input type="checkbox"/> | Music recorded or live | <input type="checkbox"/> |
| Games               | <input type="checkbox"/> | Carnival rides  | <input type="checkbox"/> | Beverage service       | <input type="checkbox"/> |
| Sale of merchandise | <input type="checkbox"/> | Displays        | <input type="checkbox"/> |                        |                          |

If merchandise is to be sold, please describe the type of merchandise and amount. If the event is a promotional or entertainment event describe the type of activity to take place. A diagram of the area to be used must be attached to the application. Indicate the total number of parking spaces in the lot and the number that will not be available for parking during the event. The plan must clearly show the ingress/egress as well as all signs (advertising/directional) that will be used for the event. Use the area below to describe the event in detail.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**City of Arcadia**  
**Parking Lot Promotion and Entertainment Event**  
**Regulations**

1. Permit required.
2. C-1 zone or less restrictive.
3. Limit of nine (9) days per event.
4. Limit of four (4) events per year.
5. Hours – 9 AM to 11 PM.
6. If more than two (2) businesses on the property, a limit of eight (8) events per year.
7. One hundred feet (100') from residentially zoned property.
8. Only 25% or less of the parking area can be used for the event.
9. Provide a diagram of the parking lot, describing the activities and the usage of the parking lot.
10. Temporary signs shall comply with Code requirements.

**Sidewalk Sales**  
**Regulations**

1. Permit required.
2. Limit of two (2) sales per year.
3. Limit of two (2) consecutive days.
4. Hours – 9 AM to 9 PM.
5. C-1 zone or less restrictive.
6. Only merchandise normally sold may be offered.
7. No displays within fifty feet (50') of residentially zoned property.
8. Minimum width of seven feet (7') left clear adjacent to the curb.

**DIVISION 5.  
PROMOTIONAL  
ENTERTAINMENT  
EVENTS – PARKING LOTS**

**6415. PERMIT REQUIRED.**

No person shall conduct or participate in any promotional entertainment event in a parking lot area unless a permit has been obtained pursuant to Chapter 3 of this Article and is in effect for such promotional entertainment event.

**PERMIT FACTORS.**

Before granting a permit to conduct a promotional entertainment event in a parking lot area, the Business Permit and License Review Board shall evaluate the prevailing parking situation of the business involved and of the general area and satisfy itself that the conduct of the event will not be detrimental to public safety and welfare. The Board may establish any conditions to the issuance of a permit, in addition to the conditions set forth below, which are deemed reasonably necessary to protect the public health, safety and welfare.

**ZONING.**

Promotional entertainment events in parking lot areas may only be permitted in any C-1 zone or less restrictive zone.

**HOURS AND NUMBER OF EVENTS.**

Subject to the exception set forth in subsection (a) no event shall run for more than nine (9) days and shall be held between the hours of 9:00 a.m. and 11:00 p.m. only. No business shall sponsor more than four (4) such promotional entertainment events per year. By way of limitation and without expanding the foregoing, where parking is shared by two (2) or more businesses, there shall be no more than a combined total of eight (8) parking lot events, including promotional entertainment and/or sales, per year. "Event" shall include all activities related to the promotional entertainment which effect the parking lot such as set-up and take-down for a sale.

(a) Any change from the requirements of this Section shall require approval of the City Council, and may be subject to the imposition of conditions by the City Council. (Amended by Ord. 1812 adopted 5-21-85)

**DISTANCE TO RESIDENTIAL PROPERTY. PERMIT REQUIREMENTS.**

No such event nor any equipment or apparatus related thereto shall be placed or maintained within one hundred feet (100') of any residentially zoned property, unless during the permit process pursuant to Chapter 3 of this Article it is demonstrated to the satisfaction of the Business License Officer that the following criteria are satisfied:

(a) The Fire Department approves of subject parking lot event and the applicant agrees to conditions that may be imposed by the Fire Department.

(b) Written consent to the event shall be obtained from at least one person of adult status who lives within each dwelling unit located within one hundred (100') feet of the perimeter of the area designated for the event. Events may be approved with less than all such written consent, upon a showing of good cause by the applicant. Such approval may be subject to the imposition of additional conditions as deemed necessary by the City. (Amended by Ord. 1882 adopted 6-7-88; amended by Ord. 1923 adopted 6-5-90)

**AREA LIMITATION.**

Twenty-five percent (25%) of the required parking area or twenty-five percent (25%) of the existing parking area if less than the prescribed number of spaces are provided may be utilized for the promotion in addition to the driveway area adjacent thereto, provided that ingress and egress to and from all other parking spaces is maintained. If parking provided exceeds Code requirements, those additional spaces may be utilized.

**SIGNS.**

Temporary window signs shall comply with Code requirements. Any additional signs shall be permitted only during the conduct of the event and shall be approved as to size and placement by the Business Permit and License Review Board at the time of application approval.

(Division 5 added by Ord. 1527 adopted 3-4-75)

**DIVISION 9.  
SIDEWALK SALES**

**6439.1. COMMERCIAL USE OF  
SIDEWALK.**

Except as otherwise expressly provided in the Arcadia Municipal Code, no person shall conduct any commercial activity on a public street, sidewalk, or parkway.

**6439.2. CONDITIONS OF  
SIDEWALK SALE.**

No merchant, vendor, or seller shall place his good, wares, or merchandise outside of his building for the purpose of storage, advertising, display, or sale except upon applying for and receiving a permit as set forth in Section 6324.18.5, and such sidewalk sales shall be permitted only in accordance with the regulations of this Section:

(1) No business shall participate in more than two (2) sidewalk sales in any calendar year. No such sale may be conducted for more than two (2) consecutive days and shall be held no earlier than 9:00 a.m. nor later than 9:00 p.m.

(2) Sidewalk sales may only be conducted in C-1 or less restrictive zones.

(3) Only the goods, wares, or merchandise normally of the type sold on the premises may be offered for sale and such sale may only be conducted within the extended lot lines of the premises offering such goods for sale.

(4) Each sale shall include the participation of a minimum of thirty percent (30%) of the businesses on a block face.

(5) No merchandise or signs shall be displayed within fifty feet (50') of a residentially zoned property.

(6) Tables, racks, and other displays or merchandise may be placed on sidewalks provided that a walkway of a

minimum width of seven feet (7') be left clear adjacent to the curb and, provided further, that all doorways, alleyways, driveways, and other means of ingress or egress to adjoining buildings and property shall remain clear of obstruction.