



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

**SUBJECT: COLLEGE FOOTBALL PLAYOFF
SPECIAL EVENT ZONE**

DATE: September 27, 2018

Approved

Date

9/27/18

SUPPLEMENTAL

REASON FOR SUPPLEMENTAL

This memorandum responds to a request from the City Council to explore adjustments to the College Football Playoff Special Event Zone discussed at its September 18, 2018 meeting.

RECOMMENDATION

Approve an uncoded ordinance to establish a revised Special Event Zone in Downtown San Jose from December 28, 2018 to January 8, 2019 to prohibit certain activities on public property, temporarily suspend the issuance of permits for temporary outdoor use of private property, and limit the installation of Supergraphics to five non-City-owned buildings in the Downtown Sign Zone.

BACKGROUND

On Monday, January 7, 2019, Levi's Stadium will host the 5th annual College Football Playoff National Championship (CFP), which will bring an estimated 100,000 visitors from January 3-7 (Championship Weekend). Downtown will host CFP's "Championship Campus" which will be the epicenter of all fan activities during Championship Weekend.

It is customary for cities who attract events similar in size and scale to CFP to implement a special event zone to protect the health and welfare of the public and safeguard the economic viability of the event. To support Bay Area Host Committee planning efforts, which includes hosting all events outside of the national championship game in Downtown San Jose, the City has been asked to adopt a special event zone ordinance. The proposed ordinance establishes the Special Event Zone and provides that certain activities will be restricted or prohibited during the period beginning 6 a.m. Friday December 28, 2018 through and until 6 p.m. Tuesday January 8,

2019. Similar temporary Special Event Zone regulations were enacted when San Jose hosted Super Bowl 50 activities in February 2016.

The City Council considered approval of a temporary Special Event Zone for Championship Weekend at its September 18, 2018 meeting. The purpose of this memorandum is to inform City Council of the changes to the boundaries of the Special Event Zone that have resulted from Council discussion on September 18 and changes in proposed vendor administration fines for the zone per recently passed State legislation.

DISCUSSION

The commercial activities conducted in proximity to CFP-related events may create congestion and unnecessarily increase the number of vehicles and pedestrians near the Special Event Zone, obstruct lines of sight, hinder security operations and interfere with emergency vehicle access. This temporary ordinance allows the City to address these concerns while protecting the public safety and convenience of drivers and pedestrians in the Special Event Zone.

Exhibit A of this memorandum shows the boundary of the Special Event Zone proposed at the September 18 meeting overlaid with the revised proposed boundary. The revised proposed boundary balances Councilmember concerns about permitted vendor accessibility to areas within the Special Event Zone and public health, safety and welfare.

Exhibit B of this memorandum outlines updated administrative fines for vendor activity within the Special Event Zone pursuant to recently passed State legislation SB 946 which takes effect January 1, 2019. The original proposed ordinance contained administrative fines of \$1,000 for a first violation, \$1,500 for a second violation and \$2,000 for a third violation.

Staff recommends that the City Council approve the proposed Special Event Zone with the reduced footprint outlined in Exhibit A of this memorandum and reduced administrative citation fines outlined in Exhibit B.

/s/
KIM WALES
Deputy City Manager
Director of Economic Development

For questions, please contact Blage Zelalich, Downtown Manager, at (408) 535-8172.

Exhibit A



Exhibit B

Administrative citation fines for vending on sidewalks in violation of prohibited timeframes or areas in the Special Event Zone:

First violation	\$100
Second violation	\$200
Third violation	\$500