

Palisades Park Stationary Sidewalk Vending Lottery Pilot Program

Administrative Rules and Regulations

July 1, 2025

1 Purpose:

Pursuant to Santa Monica Municipal Code Sections 6.36.040(b)(6) and 6.36.110, these administrative regulations govern the Palisades Park Stationary Sidewalk Vending Lottery Pilot Program for the allocation of Sidewalk Vending locations in Palisades Park to ensure that all Sidewalk Vendors participating in the Electronic Lottery System have a fair and equal opportunity to obtain a preferred vending location.

2 Definitions

"Designated shift" or "Shift" refers to the seven-day period when a vendor has been selected through the Lottery to conduct Stationary Sidewalk Vending in one of the Palisades Park Vending Spaces.

"Electronic Lottery System" or "Lottery" refers to an online-based system to conduct a lottery selection process for permitted vendors who wish to receive a stationary vending space in Palisades Park. The system will randomly select and assign spots to vendors.

"Palisades Park Vending Space" or "space" refers to stationary vending locations in the 100-to-500-foot "buffer zone" at Palisades Park, as this area is defined in subsection "(b)(6)" of Section 6.36.040 of this Code.

"Sidewalk vending equipment" means a pushcart, stand, display, pedal-driven cart, wagon, showcase, rack, device, coolers, table, storage bins, umbrellas, or other non-motorized conveyance used by a sidewalk vendor.

"Sidewalk Vending-Related Activities" shall include all activities directly related to the operations of a sidewalk vendor, including selling, offering to sell, displaying for sale, soliciting offers to purchase, or bartering food, food products, services, goods, or merchandise from any public area, including any area open to the public on private property, as well as the set up and break down of sidewalk vending operations, and any break times when vending is not conducted but the sidewalk vending operation is in plain view from public property. Traveling by vehicle to and from the City is not included in this term.

"Sidewalk Vendor" or "Vendor" means the same as this term is defined in SMMC 6.36.020.

3 Eligibility

To be eligible to enter the Electronic Lottery System for the Palisades Park Vending Spaces, sidewalk vendors must be licensed to operate as a sidewalk vendor in the City of Santa Monica.

Sidewalk vendors with multiple permitted carts may only be selected for one space.

4 Palisades Park Vending Hours of Operation:

Vending may be conducted during all hours that Palisades Park is open.

Sidewalk Vendors may begin loading their sidewalk vending carts, equipment, and supplies into their designated Palisades Park Vending Space no sooner than the opening time of the park and must vacate the designated space no later than 30 minutes after the park closes.

5 Palisades Park Sidewalk Vending Locations:

See the attached map for Palisades Park Vending Space locations. During Emergency Orders, Permitted Special Events, construction, or any other emergency situations determined by City Officials, this location may be unavailable for sidewalk vending.

6 Lottery Entry

Entries for the Lottery may be submitted at any time. Only one submission is required per licensing year. Each year, a new entry must be submitted, but only one entry may be submitted per Sidewalk Vending Business Licensee, irrespective of how many licenses have been issued to that individual. Only the licensee may submit the application. Applications may not be submitted in the name of or on behalf of another person. If the business licensee is an entity, only one entry may be made for that entity or for any person with a direct or indirect economic interest in that entity.

Entries to the Lottery must be validated prior to the names being eligible for use in the lottery. City staff, upon receiving new applications for the lottery, will verify that the name and contact information provided are associated with a valid Sidewalk Vending Business License and that only one entry has been submitted.

7 Lottery Times:

The lottery selection for the allocation of the Palisades Park Vending Spaces will occur take place on Wednesdays at 4:30 P.M.

8 Lottery Website:

The Lottery will be completed using an online-based system. A link to the Electronic Lottery System will be located on the City Website at www.santamonica.gov/vending.

9 Lottery Results:

The results of the lottery drawing will establish which vendors have been selected for each designated Vending Space in Palisades Park. Each space will be assigned for the entirety of the following week (Sunday through Saturday).

The names of the selected vendors will be validated prior to the release of the lottery results to ensure that they are eligible. If a selected vendor is found to be ineligible, the next name on the lottery result will be selected.

Once the lottery process is completed, validated, and spaces are assigned, an email with

the company name, business license number, and spot assignment will be sent to relevant staff who should receive it. A copy of the assignments will be available on the City's Lottery website.

10 Lottery Withdrawal

Should any Sidewalk Vendor choose to withdraw from the lottery, a Sidewalk Vending Lottery Withdrawal Form must be submitted. Once the withdrawal is received, the request will be validated by staff before the vendor's name is withdrawn.

11 Lottery Guidelines:

1. To be eligible for a stationary location in Palisades Park, sidewalk vendors must enter the lottery using the Electronic Lottery System located at www.santamonica.gov/vending. Operators that miss the deadline must wait for the next lottery for a chance to operate in the designated Palisades Park locations.
2. The vendors chosen for the upcoming week will be posted on the City website and emails will be sent to all applicants informing them of the most recent results.
3. Assigned/designated sidewalk vendor spaces will not be available to anyone other than the sidewalk vendor that was selected for the entire day.
4. Any unoccupied and/or vacant spaces shall and will remain unoccupied and vacant until the next vendor's designated vending time.
5. There will be no waitlist.
6. Vendors with multiple carts may only enter ~~each~~the lottery once. Multiple entries will not be considered.
7. Vendors shall not disrupt, interfere, or impede with the Lottery process. Any sidewalk vendor that attempts to disrupt, interfere or impede the Lottery shall be prohibited from participating in the Lottery program for 30 days. Subsequent violations may result in elevated penalties including longer Lottery suspensions, citations, and/or revocation or suspension of the Sidewalk Vendor business license.
8. Any vendor who bullies, threatens, assaults, or otherwise interferes with the operation of vending activities or the enforcement activities of City staff shall be prohibited from participating in the Lottery program for 30 days, in addition to any other penalty prescribed by law.
9. Any vendor who violates the Santa Monica Municipal Code or the Sidewalk Vending Rules and Regulations or the Lottery Guidelines, more than three (3) times in a 30-day period, shall be prohibited from participating in the Lottery program for 60 days. If the nature of the violations is related to health and safety of the public or City enforcement personnel, any additional participation shall be prohibited for one calendar year and subject to any further enforcement remedies as available by law.

12 Palisades Park Operations

1. Assigned spaces shall not be available to any vendor other than to whom they were assigned for that day. If a vendor leaves their space early or arrives late, the space shall remain vacant until the next designated time.
2. In order to preserve pedestrian travel, roaming sidewalk vending shall not be permitted to take place along the pathway where the Palisades Park Vending Spaces are assigned. Roaming sidewalk vendors may operate on the decomposed granite footpath in Palisades Park or on the sidewalk immediately adjacent to Ocean Avenue.
3. Assigned spaces will be reserved until the end of a vendor's designated shift, at which time the sidewalk vendor must remove all equipment. Within 30 minutes after the park's closure, all sidewalk vending equipment must be fully removed.
4. No vendor shall move into or occupy any unassigned or undesignated spaces.
5. If a selected vendor does not show at an assigned/designated space or the vendor decides to leave the assigned space, such space shall and will remain vacant and unoccupied until the next designated time.
6. A sidewalk vendor shall not sell, trade, or give away an assigned space. Any sidewalk vendor who sells, trades, or gives away a designated Palisades Park Vending Space will be prohibited from participating in the Lottery program for 30 days.
7. No more than one vendor and their sidewalk vending equipment shall occupy any Palisades Park Vending Space. Group sidewalk vending will not be permitted.
8. Vendors located in Palisades Park who have been assigned a space through the Electronic Lottery System shall have proof of confirmation of their assigned lottery space along with their valid business license available at all times and shall make such available for inspection upon request by City staff. Vendors who cannot provide proof of assignment or whose assignment cannot be verified shall vacate the space until such proof can be verified.
9. Only Sidewalk Vending carts and equipment that have been inspected and approved by the Los Angeles County Department of Environmental Health may be used for the vending of food in Palisades Park.
10. Sidewalk Vending Cart permits issued by the City of Santa Monica and the Los Angeles County Department of Environmental Health shall be visible and prominently displayed at all times that vending and vending-related activities are taking place in Palisades Park.
11. The areas immediately surrounding Palisades Park Vending Spaces shall be kept clean and free of any trash or debris throughout the day, including at the end of each shift, by the Vendor selected to operate each space on that day.






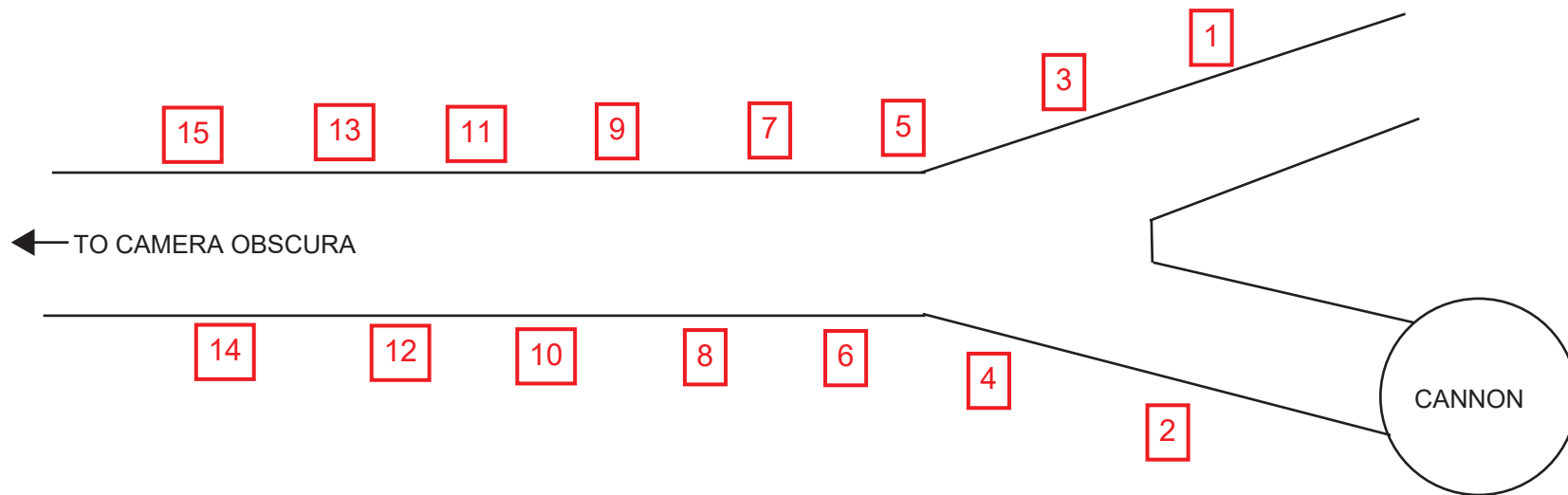
Palisades Park

- 1 Vendor Space 1
- 2 Vendor Space 2
- 3 Vendor Space 3
- 4 Vendor Space 4
- 5 Vendor Space 5
- 6 Vendor Space 6
- 7 Vendor Space 7
- 8 Vendor Space 8
- 9 Vendor Space 9
- 10 Vendor Space 10
- 11 Vendor Space 11
- 12 Vendor Space 12
- 13 Vendor Space 13
- 14 Vendor Space 14
- 15 Vendor Space 15

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Palisades Park Vending Zones

-  Palisades Park Stationary Vending Lottery Zone
-  Palisades Park No Vending Zone
-  Match Line



PALISADES PARK VENDOR LOCATION MAP

