



Sidewalk Vending Program – For Owner (Form SV-A)

City of Santa Cruz

Registration Period of October 1, 2025 to September 30, 2026

The new vendor must complete this form for each vendor permit number for renewal. Reservations on Pacific Ave and Beach Street are not guaranteed and reserved on a first come basis. The cost for completing a renewal or new application is \$35 and is subject to change.

PART 1: NEW VENDOR INFORMATION

- 1. Type of Application: Renewal for existing owner New application for owner
- 2. Full Name: _____ Phone Number: _____
- 3. Address: _____
- 4. E-Mail Address: _____

PART 2: BUSINESS INFORMATION

- 5. Business Name: _____
- 6. Type of vendor: Merchandise Food
- 7. Type of Mobility: **Stationary:** fixed location or **Roaming:** not fixed location
- 8. Vending Location Preference: Pacific Ave Only Beach Area Zones Only
 - Combination: Pacific Ave by Reservation and Beach Area Zones
 - Beach Street by Reservation only during off-season: 11/1/25 to 3/31/26
 - Other/Comments: _____
- 9. Identification Method (Include copy with application):
 - State ID Passport Other: _____
- 10. CA State Seller’s Permit # (Required for all vendors): _____
 Form is completed online only on the State website. Please attach with application.
 - I do not have a State Seller’s Permit; I need to apply for a State Seller’s Permit.
- 11. City of Santa Cruz Business License #: _____
 Business License Expiration Date: _____
 Please attach with application. Business Licenses may be obtained online or in-person at front counter (809 Center St, Room 101).
 - I do not have a city business license; I need to apply for a city business license.
- 12. County of Santa Cruz Health Permit and/or Decal #: _____
 County of Santa Cruz Health Permit Expiration Date: _____
 Required if selling food that will be cooked, perishable, not pre-packaged, homemade. Please attach with application.
 - Not applicable. Only selling merchandise.
 - Not applicable. Only selling pre-packaged food.



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PART 3: VENDING DISPLAY AND HOURS OF OPERATION

13. Describe your vending display. The maximum size cannot exceed **10 ft long by 4 ft wide.**

14. Intended hours of operation: Please select and circle AM or PM.

- Monday: _____ AM/PM to _____ AM/PM
- Tuesday: _____ AM/PM to _____ AM/PM
- Wednesday: _____ AM/PM to _____ AM/PM
- Thursday: _____ AM/PM to _____ AM/PM
- Friday: _____ AM/PM to _____ AM/PM
- Saturday: _____ AM/PM to _____ AM/PM
- Sunday: _____ AM/PM to _____ AM/PM

15. Will you have operators who will help you with your business? Operators help you operator your business. For example, if you would like to send someone else in your placement if unable to vend on a certain day, please add an operator(s).

- No, only me as the owner. Skip Question #16.
- Yes, there are other individuals helping me as the owner.

PART 4: OPERATOR(S) INFORMATION

16. If yes, list all the names of the operators. New operators must complete Form SV-B.

Four operators are allowed per vendor permit number. If additional operators are needed, please schedule an appointment at sidewalkvending@santacruzca.gov to provide further justification.

Operator 1 – First and Last Name: _____

- Already on file New. Please complete Form SV-B and provide copy of ID.

Operator 2 – First and Last Name: _____

- Already on file New. Please complete Form SV-B and provide copy of ID.

Operator 3 – First and Last Name: _____

- Already on file New. Please complete Form SV-B and provide copy of ID.

Operator 4 – First and Last Name: _____

- Already on file New. Please complete Form SV-B and provide copy of ID.



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PART 5: MERCHANDISE VENDOR ONLY

17. What do you sell? Mark all that applies.

- Jewelry
- Gemstones
- Artwork
- Other: _____
- Toys
- Stuffed animals
- Clothing
- Music Vinyl
- Musical Instruments

18. Shade Structure: All vendors will be permitted a shade structure regardless of using or not using one for flexibility of usage and weather. Shade structure must be in compliance with space regulations and accessibility per SCMC 5.82.030.

19. Generators are not permitted for merchandise vendors. Yes, I agree.

PART 6: FOOD VENDOR ONLY

20. Are you selling pre-packaged non-perishable food? No Yes

21. If yes, select all that applies for items you are selling:

- Chips
- Candy
- Whole Uncut Fruit
- Bottled Water, Non-Alcoholic Beverages
- Other (must be pre-packaged, non-perishable, store-bought):

22. Are you also selling food that will need to be cooked, perishable, and/or not pre-packaged?

- No
- Yes

23. If yes, what food are you selling that will be cooked, perishable, and/or not pre-packaged?

24. If yes, you will need a generator for food that is not pre-packaged, per SCMC 5.82.030.

- Yes, I agree.

25. If yes, you will need a shade structure for food that is not pre-packaged, per SCMC 5.82.030.

- Yes, I agree.



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PART 7: BEACH STREET VENDING – NOVEMBER 1st TO MARCH 31st

Vending is permitted on Beach Street only during “off-season” from November 1st to March 31st:

- There are 5 designated spaces numbered 1 -5 on Beach Street.
- Each space will have a 6-week slot reservation.
- You will be notified 2-weeks in advance of slot and space availability.
- You must have reservations with the Parks and Recreation Department.
- You can have a Pacific Ave Reservation and assigned 6-week slot reservation at the same time.

26. Are you interested in making a reservation on Beach Street during the “off season”?

No. Skip Question #27.

Yes

27. Emails will be sent for registration for these slots. These slots are typically scheduled in early October at the start of the season. Please note volleyball tournaments and city events will also prohibit vending on certain dates.

Please see Beach Street 6-week slot reservation:

- Slot 1: Saturday, 11/01/25 – Friday, 12/05/25
- Slot 2: Saturday, 12/06/25 – Friday, 01/09/26
- Slot 3: Saturday, 1/10/26 – Friday, 02/13/26
- Slot 4: Saturday, 02/14/26 – Friday, 03/31/26



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PART 8: ACKNOWLEDGEMENTS

Sections 8 and 9 of the sidewalk vending application cover acknowledgements and terms of conduct.

28. Please carefully read and complete with signature.

I have reviewed [City of Santa Cruz Municipal Code \(SCMC\) Chapter 5.82](#) regarding the City’s Sidewalk Vending Ordinance. It is expressly understood and agreed that I will comply with the provisions of the Ordinance, and this agreement will survive termination of this Permit.

- I agree to waive and release the city and its officers, agents, employees, contractors, and volunteers from and any and all claims, costs, liabilities, expenses, or judgments (including attorney fees and court costs) related to or arising out of the applicant’s sidewalk vending activities.
- I agree to the greatest extent allowed by law, defend, indemnify, and hold harmless the City, its officers, agents, employees, contractors, and volunteers from and against any and all claims related to or arising out of the applicant’s sidewalk vending activities.
- I acknowledge and agree that the use of the sidewalk or other city facilities is at my own risk, and it is not the City’s responsibility to ensure that the vending location is safe or conducive to the vending activities.
- I acknowledge that if I violate the terms of this permit or the Sidewalk Vending Ordinance in the Santa Cruz Municipal Code, Chapter 5.82, I may be subject to fines though administrative citations, impounding of my sidewalk vending device and/or loss of my vending permit.

I have read and understand the provisions, rules and regulations of the City of Santa Cruz, California and the Municipal Code governing the type of license or permit for which I am applying. I declare, under penalty of perjury, that all the information contained in this application and any accompanying documents is true and correct, with full knowledge that all statements made in this form are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation of license or permit.

Printed Full Name

Date (MM/DD/YYYY)

Signature



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PART 9: TERMS OF CONDUCT

29. I understand the terms of conduct and have read and agree to abide by the following Initial(s):

VENDING DISPLAY

- _____ **May not be chained, fastened, or affixed to any building or structure.**
- _____ **Must be attended at all times or not left unattended**
- _____ **Display.** Vending display devices will have at least 18 in in height and items sold may not be displayed or sold on the ground, cloth, tarp, or similar material on the ground.
- _____ **Sign limitations.** May not use signs in connection with sale, display, or offering of sale, except for those assigns affixed or painted on a vending display device.
- _____ **No usage of street furniture. This includes benches, planters, and utility cabinets.**
- _____ **Cannot interfere with access or use of City infrastructure.** This includes City benches, bike racks, wheelchair access ramps, stairs, trash receptacles, or recycling receptacles.
- _____ **Animals.** No food sidewalk vendor may have a dog or any other animal nearby. Merchandise sidewalk vendors may have one leashed animal.
- _____ **Accessibility standards.** Sidewalk vendors may not have any obstruction to be placed on the sidewalk that would reduce the width of the sidewalk to a minimum of 48 in. excluding the curb, except for brief time for a roaming sidewalk vendor to conduct a sale. Sidewalk vendors must maintain their vending display devices at all times to provide sufficient access to sidewalk and avoid impeding the flow of pedestrian traffic.

DISPLAY VALID PERMITS

- _____ Food sidewalk vendors must display in plain view on vending display device a valid permit from County of Santa Cruz Environmental Health Division.
- _____ Sidewalk vendors must display on their person or vending display device a valid sidewalk vending permit. Proof of reservation must be posted on your vending display device.
- _____ Compliant with all applicable federal, state, and local laws, including: food preparation, handling, labeling, fire and codes regulations.



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PART 9: TERMS OF CONDUCT CONTINUED

30. I understand the terms of conduct and have read and agree to abide by the following Initial(s):

ADDITIONAL REGULATIONS

- _____ **Prohibited vending to occupants of motorized vehicles in operation.**
- _____ **Generators.** Sidewalk vendors may not use generators unless their sidewalk vending permit specifically authorizes use.
- _____ **Prohibited items for vending or distributing.**
 - Live animals,
 - Items prohibited from being sold or distributed by Environmentally Accepted Food Packaging or City of Santa Cruz Bag Reduction Ordinance,
 - Items otherwise illegal to sell or distribute e.g. unlawful narcotics, weapons
- _____ **Trailers not permitted on sidewalk.**
- _____ **Proper disposal.** Must properly dispose of fats, grease, and oil as required.
 - Sidewalk vendors must provide a trash receptacle for customers and employ good faith efforts to ensure proper disposal of customer trash. Prior to leaving any vending location, the sidewalk vendor shall pick up, remove, and dispose of all trash generated by the vending operations and/or the vendor’s customers within a fifteen-foot radius of the vending location. Sidewalk vendors are responsible for disposing of the trash associated with their business and may not use city receptacles for this purpose.

I have read and understand the provisions, rules and regulations of the City of Santa Cruz, California and the Municipal Code governing the type of license or permit for which I am applying. I declare, under penalty of perjury, that all the information contained in this application and any accompanying documents is true and correct, with full knowledge that all statements made in this form are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation of license or permit.

Printed Full Name

Date (MM/DD/YYYY)

Signature

This completes the sidewalk vending application for Owner (Form SV-A)