



# Sidewalk Vending Program

## Vending Map for Pacific Ave (Year Round)

The Sidewalk Vending Program requires reservations on Pacific Ave. Reservations are available on a first-come basis. To make reservations, a \$50 Park Vending Permit needs to be purchased with Parks and Recreation. Payment for a vending permit for Pacific Ave does not guarantee a reservation spot. To make a reservation, vendors are encouraged to make reservations online or visit the Parks and Recreation office for further assistance.



The numbers below are the vending spots available on Pacific Avenue. Addresses are for reference and do not indicate exact location:

- #5 Realm 1526 Pacific Ave
- #7 Locust Planter 1520 Pacific Ave
- #8 Pacific Wave 1502 Pacific Ave
- #10 Pacific @ Cooper 110D Cooper St.
- #11 Pacific @ Cooper 110C Cooper St.
- #12 Freestyle Clothing 110 Cooper St. #100B
- #13 Verizon 100A Cooper St.
- #14 Homeless Garden Project Store 1338 Pacific Ave
- #15 Vacant - Space 01 1200 Pacific Ave
- #16 Vacant - Space 02 1200 Pacific Ave
- #17 Gap 01 1225 Pacific Ave
- #18 Gap 02 1225 Pacific Ave
- #19 Motiv 1209 Pacific Ave
- #20 Anthropologie 1134 Pacific Ave
- #21 Rittenhouse 1368 Pacific Ave

The number of tables, vending display, and shade structures must not exceed the maximum of 10 ft long by 4 ft wide.

**Parks and Recreation Department**  
323 Church Street, Santa Cruz, CA 95060 | 831-420-5270  
santacruzca.gov | sidewalkvending@santacruzca.gov



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## Vending Map for Beach Street (November 1 - March 31)

Vending on Beach Street is permitted only from November 1 to March 31 and requires reservations. How can a Beach Street reservation and space be obtained? When applying to the sidewalk vending program, vendors may mark their interest in Beach Street vending on their vending application. Planning will notify selected vendors 2 weeks in advance of slot and space availability. If selected, vendors must finalize reservations with Parks and Recreation. During finalizing reservations, a \$50 Park Vending Permit needs to be purchased with Parks and Recreation. Volleyball tournaments and city events will also prohibit vending on certain dates.

All 1-5 vending spots on Beach Street are marked on the sidewalk. Vendors with a Beach Street reservation please look for your assigned number when setting up your vending table. Vending table size and shade structure size cannot exceed 10 ft long by 4 ft wide.



### Community Development Department

809 Center Street, Room 101, Santa Cruz, CA 95060 | 831-420-5110  
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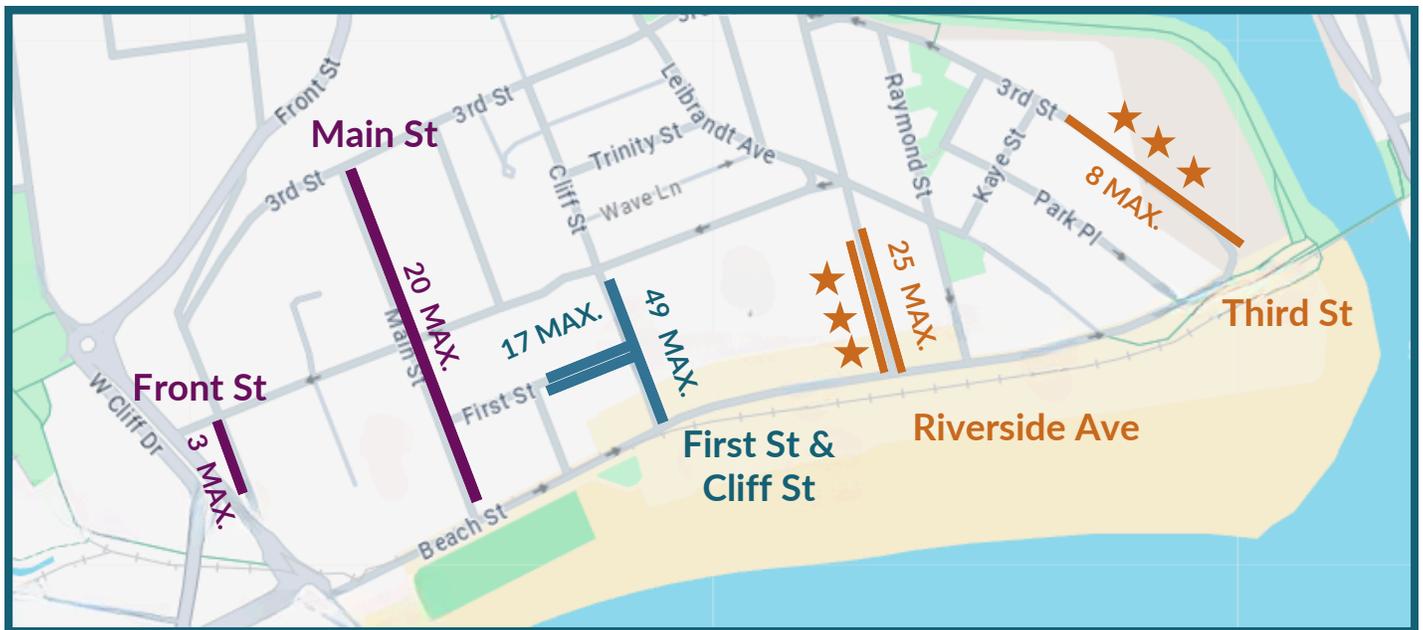
## Vending Map for Beach Zones (Year Round)

When planning to vend within the Beach Zones, Beach Zones streets are limited and available on a first-come basis. We recommend arriving early as zones may fill up quickly.

Vending on Main Beach and all undesignated areas are not permitted. Please review the conditions of approval for more vending restrictions. All permitted vendors must comply with their conditions of approval.

Maximum limit of vendors in each zone:

- Front St: 3
- Main St: 20
- First St: 17
- Cliff St: 49
- Riverside Ave: 25
- Third St: 8



★ = Spots designated for food vendors

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