

Doing Business in Old Sacramento

*A Guide for Property Owners, Merchants,
Tenants, and Other Stakeholders*



City of Sacramento
Old Sacramento Management
1111 Second Street, 3rd floor
Sacramento, CA 95814
(916) 264-7031



Old Sacramento Business Association
Historic Old Sacramento Foundation
1002 Second Street, 2nd floor
Sacramento, CA 95814
(916) 445-3054

Quick Reference Phone List

Emergencies	911
<i>An emergency is a situation that threatens human life or property and demands immediate attention. Calling 911 for non-emergencies causes delays in the handling of real emergencies.</i>	
Sacramento Police Department non-emergency line.....	808-5471
Community Service Guides dispatch	442-2200
California Military Museum	442-2883
California State Railroad Museum	445-6645
Discovery Museum	264-7057
Downtown Sacramento Partnership	442-8575
Historic Old Sacramento Foundation (HOSF).....	445-3054
Navigator Program (homeless assistance)	798-3955
Old Sacramento Business Association (OSBA).....	445-3054
Old Sacramento Events Hotline.....	558-3912
Old Sacramento Living History Program (OSLHP)	445-3101
Old Sacramento Management (OSM), City of Sacramento.....	264-7031
Old Sacramento Management Maintenance Hotline	264-8141
Old Sacramento Schoolhouse Museum	483-8818
Old Sacramento Visitor Center	442-7644
Parking Meters (to report problems).....	808-5631
Wells Fargo History Museum	440-4263

All phone numbers are Area Code (916)

Table of Contents

Introduction.....	3
Who's Who in Old Sacramento	4
Business Improvement Area (BIA)	7
Development and Building Permit Process	8
Downtown Sacramento Property and Business Improvement District (PBID).....	10
Garbage Collection and Disposal	11
Maintenance.....	12
Maintenance Assessment District (MAD).....	13
Parking	14
Safety and Security	16
Sidewalk Vending.....	17
Signs	19
Small Business Assistance from the City	22
Special Events.....	23
Street Performers	25
Taxes, Fees, and Assessments	26
Visitor Services.....	27

Introduction

The *Old Sacramento Design and Development Report*, dated March 2, 1970, calls for Old Sacramento “to become a thriving contemporary community within the environment of an historic area.” The report goes on to acknowledge that “this concept imposes unique requirements on each developer.” The report then describes the overall goal for redevelopment of the Old Sacramento: “Old Sacramento is conceived as a living self-sustaining business area—a vital part of the central business district. Through commerce, business, and tourist trade set within the framework of an historic era, that unique environment envisioned for Old Sacramento will develop.” That vision for Old Sacramento still holds true today.

Doing business in an historic area provides many challenges for owners and merchants, but it also provides many opportunities. Between 4.5 and 5 million people come to Old Sacramento throughout the year, filling the streets with a constant flow of potential customers. The year-round draw of the California State Railroad Museum—along with nationally recognized restaurants, unique shops, and other exciting venues—keeps the sidewalks busy and creates one of Sacramento’s top attractions. Recognized as one of California’s most unique shopping districts, Old Sacramento has the privilege of enjoying a constant stream of shoppers and diners that sets it apart from other traditional shopping centers.

The success of Old Sacramento as both an historic district and a commercial development depends upon the cooperation and shared vision of the businesses and other organizations that call Old Sacramento home. This packet is designed to help you, the Old Sacramento property owner, merchant, or restaurateur, better understand many of the unique requirements for doing business in Old Sacramento so you can be an informed, active, and collaborative stakeholder in this one-of-a-kind neighborhood.

Who's Who in Old Sacramento

Many agencies and organizations share in the commitment to developing, managing, maintaining, and improving Old Sacramento.

<u>Organization</u>	<u>Key responsibilities/programs</u>	<u>Contact info</u>
City of Sacramento, Old Sacramento Management Division (OSM)	<ul style="list-style-type: none">▪ Maintenance of public property: streets, boardwalk, parks, alleys.▪ Operation of public facilities: Waterfront Park, visitor boat dock▪ Permits for: special events and facility rentals, street performers, sidewalk displays, street vending, and carriage services.▪ Assistance with sign ordinance permits and regulations.▪ Central point for City services in Old Sacramento; can answer questions and direct stakeholders to other City departments.	1111 Second Street 3 rd Floor Phone (916) 264-7031 Fax (916) 264-7286
Discovery Museum History Center	<ul style="list-style-type: none">▪ Interactive exhibits that bring life to Sacramento's history and the 1849 Gold Rush.	101 I Street Phone (916) 264-7057 www.thediscovery.org
Downtown Sacramento Partnership (DSP)	<ul style="list-style-type: none">▪ Private, non-profit organization dedicated to the improvement of Sacramento's central business district.▪ Provides the Community Service Guides to support law enforcement agencies, merchants and property owners in overall crime prevention efforts while providing customer service to downtown patrons.▪ Provides the Navigator program to connect downtown homeless with local community services and programs to increase access to care and to identify potential long-term solutions to homelessness.	980 9th Street Suite 400 Phone (916) 442-8275 www.downtownsac.org Community Service Guides dispatch: (916) 442-2200 Navigator Program: (916) 798-3955

<u>Organization</u>	<u>Key responsibilities/programs</u>	<u>Contact info</u>
Historic Old Sacramento Foundation, Inc. (HOSF)	<p>Private, non-profit organization that works in partnership with the City of Sacramento, the State of California, property owners, merchants, and other stakeholders in their common goal of improving Old Sacramento as a local, regional and national historic and cultural asset by preserving and protecting the historic district, and conducting successful interpretive, historical and entertainment programs.</p> <ul style="list-style-type: none">▪ Administers the Old Sacramento Living History program.▪ Sister organization to the Old Sacramento Business Association; has the same board, staff and office as OSBA.	<p>1002 Second Street 2nd Floor Phone (916) 445-3054 Fax (916) 445-3106 www.oldsacramento.com</p> <p>Living History program phone (916) 445-3101</p>
Old Sacramento Business Association, Inc. (OSBA)	<ul style="list-style-type: none">▪ Private, non-profit organization with same mission as HOSF.▪ Coordinates, develops, and implements plans to market, promote, and program Old Sacramento in a manner that best serves the district and the community.▪ Sister organization to the Historic Old Sacramento Foundation; has the same board, staff and office as HOSF.	<p>1002 Second Street 2nd Floor Phone (916) 445-3054 Fax (916) 445-3106 www.oldsacramento.com</p>
Old Sacramento Living History Program	<ul style="list-style-type: none">▪ Mission is to teach, while entertaining, the history of Old Sacramento and to create a living street museum with authentically costumed characters, performing re-enactments, giving tours, participating in events and promoting Old Sacramento.▪ Administered by the Historic Old Sacramento Foundation.	<p>1101 Second Street, lower level Phone (916) 445-3101 www.oldsacmentolivinghistory.com</p>

<u>Organization</u>	<u>Key responsibilities/programs</u>	<u>Contact info</u>
Old Sacramento Schoolhouse Museum	<p>Replica of traditional one-room schoolhouses found throughout America in the late 1800s.</p> <ul style="list-style-type: none">▪ Open most weekdays and weekends to the general public, and weekdays by appointment for school field trips.	<p>1200 Front Street Phone (916) 483-8818 www.scoe.net/oldsacschoolhouse</p>
Sacramento Convention and Visitors Bureau (SCVB)	<ul style="list-style-type: none">▪ Serves to strengthen the positive awareness of the City and County of Sacramento as a convention and visitor destination to increase revenues and stimulate economic development and growth for the community▪ Operates the Old Sacramento Visitor Center at 1002 Second Street.	<p>1002 Second Street Phone (916) 442-7644 www.discovergold.org</p>
State of California, California State Parks and Recreation Department	<ul style="list-style-type: none">▪ Manages and operates the Old Sacramento State Historic Park, a portion of the Old Sacramento Historic District.▪ Operates the California State Railroad Museum in conjunction with the nonprofit California State Railroad Museum Foundation.	<p>111 I Street, 2nd Floor Phone (916) 445-7387 www.csrnf.org</p>

Business Improvement Area (BIA)

Businesses in Old Sacramento pay the Old Sacramento Business Improvement Area (BIA) fee. The Old Sacramento BIA was established in Chapter 3.96 of the Sacramento City Code for the purpose of promoting business in Old Sacramento.

The BIA fee is a self-assessment: the City collects the fee from each business in the BIA then transfers the funds to the Old Sacramento Business Association (OSBA), the organization authorized by the City Council to conduct promotion of Old Sacramento using the BIA funds.

The OSBA submits an annual budget to the City to describe how the BIA funds will be used in the coming year. Per the BIA ordinance, Old Sacramento BIA funds must be used for one of the following:

- The general promotion of business activities in the area
- Promotion of public events which are to take place on or in public places in the area
- Decoration of any public place in the area
- Furnishing of music in any public place in the area

The BIA fee amount paid by an Old Sacramento business is a percentage of the business's gross receipts. For FY06-07, the fee structure is:

- Minimum fee – \$130
- Retail business that does not sell alcohol – gross receipts x 0.0054
- Retail business that sells alcohol – gross receipts x 0.0068 (alcohol sales are not included in the gross receipts)
- Non-retail flat fee – \$66
- Maximum fee – \$6,046

City Code allows for an annual increase of BIA fees based upon the most current Consumer Price Index data. The City collects the BIA fees from each business in the BIA at the time the business pays their annual Business Operations Tax.

For more information:

- Call the City of Sacramento Revenue Division at (916) 808-8500 or the Old Sacramento Management Division at (916) 264-7031.
- Read the Old Sacramento BIA ordinance at www.qcode.us/codes/sacramento, Chapter 3.96.

Development and Building Permit Process

Old Sacramento is an historic preservation project to restore, at the original location, the buildings and related elements that were a part of the Gold Rush era of 1849 to 1870. The architecture of this period is an important ingredient to Old Sacramento's environmental character, as well as to its commercial success, and each building must meet strict architectural requirements to ensure it is restored and maintained to its original appearance.

Most exterior and interior construction and improvement projects require review and/or permits from the City of Sacramento. Issuing building permits is how the City ensures that all structures are safe for occupancy and use. Permits are required for all new construction and in most cases for structural modifications, replacements, and remodeling.

Exterior Construction and Improvement Projects

All exterior construction or improvement projects proposed for Old Sacramento buildings—from exterior painting to changing exterior fixtures to major façade reconstruction—require review by the Old Sacramento Design Review Committee to confirm that design standards are met, based upon the following principles (*Old Sacramento Design and Development Kit*, March 2, 1970):

- Authentic reproduction of the original buildings is the first priority.
- Restoration of original buildings is required to maintain as much of the existing structure as possible.
- Restoration or reconstruction of exposed facades must utilize historically authentic materials.

The Old Sacramento Design Review Committee consists of the City of Sacramento Old Sacramento Division Manager, the City of Sacramento History and Archives Manager, and an architect with Old Sacramento experience.

Most exterior work to Old Sacramento buildings also requires permit(s) from the City's Development Services Department. When in doubt, call the Development Services Department Help Desk at (916) 808-5656 to learn what permits are required.

Interior Construction and Improvement Projects

Authentic reproduction of building interiors in Old Sacramento is not required. However, developers, owners, and tenants are encouraged to treat the interior in a character compatible with Old Sacramento's historic environment.

Much interior work or tenant improvements to Old Sacramento buildings require permit(s) from the City's Development Services Department.

- No permit is needed for interior work that does not disturb the building materials, such as painting or wallpapering, installing new flooring over existing flooring, replacing carpet with carpet, and simple plumbing fixture replacements/repairs.
- Permits are required for essentially all electrical work and any work that disturbs the building materials, such as interior remodels, changes to plumbing or HVAC systems, and removing old flooring.
- When in doubt, call the Development Services Department Help Desk at (916) 808-5656

For more information:

- Call the City of Sacramento:
 - Old Sacramento Management Division at (916) 264-7031.
 - Development Services Department, Richard Heins, Permit Services Manager, at (916) 808-8873.
 - Development Services Department Help Desk at (916) 808-5656.
- Visit the City of Sacramento Development Services Department web site at www.cityofsacramento.org/dsd.

Downtown Sacramento Property and Business Improvement District (PBID)

Old Sacramento is part of the Downtown Sacramento Property and Business Improvement District (PBID) and property owners in Old Sacramento pay the PBID fee, a real estate property tax assessment to provide economic development, maintenance services, and safety programs within the downtown and Old Sacramento area. The Downtown Sacramento PBID was established by City Council resolution in 1995, renewed for five years in 2000, and approved for a ten-year period in 2005.

The Downtown Sacramento PBID funds are managed by the Downtown Sacramento Partnership. The funds are used by the Partnership to provide a variety of economic development, marketing, and safety programs for downtown and Old Sacramento, including:

- Downtown Guide Program – trained security guides to assist in crime prevention and provide visitor information and assistance
- Marketing and economic development – promotion of downtown Sacramento as a destination rich in attractions, events, and activities to increase customer traffic, occupancies, sales, and property values
- Old Sacramento night security – overnight security for Old Sacramento seven days a week

The fee amount paid by each property owner in the PBID is calculated based upon the property's parcel square footage and building square footage. The properties within the PBID are categorized in four sub-districts (zones) and the assessment rates for each sub-district are based upon the levels of service and benefit received by the businesses in that zone. The Old Sacramento Benefit Zone PBID rates for FY 06-07 are:

Cost per parcel square foot – \$0.1479
Cost per building square foot – \$0.0740

The total PBID assessment collected from all businesses in the Downtown PBID is almost \$2 million annually. Businesses in the Downtown PBID pay the PBID fee as part of their property tax bill.

For more information:

- Call the City of Sacramento Public Improvement Financing Division at (916) 808-7967 or the Old Sacramento Management Division at (916) 264-7031.

Garbage Collection and Disposal

Garbage collection is mandatory for all owners, tenants, merchants and other persons responsible for residential and commercial property in Old Sacramento.

The small garbage containers located on the boardwalks are for Old Sacramento visitor and patron use only. Old Sacramento businesses may NOT deposit garbage from their operations in these containers. It is important to keep the boardwalk garbage receptacles available for visitor use to discourage littering on Old Sacramento streets.

Old Sacramento property owners and merchants may subscribe to garbage collection service from the City of Sacramento or from any licensed private collection service.

- Allied Waste Management (formerly BFI) (916) 631-0600
- City of Sacramento Solid Waste Services Division (916) 808-4800
- Waste Management Collection and Recycling Inc (916) 731-4004

Old Sacramento Collection District

The Old Sacramento Collection District was established by the City Council in 2000 (Article VI of Sacramento City Code Chapter 13.10 Garbage Collection and Disposal) to provide an effective and efficient integrated solid waste management system for Old Sacramento. As described in the Old Sacramento Collection District ordinance, the current, open-competition system for providing solid waste services in the Old Sacramento Collection District has resulted in difficulty in holding businesses accountable for adequate collection services. Further, inadequate collection services lead to increased litter in alleyways, overflowing garbage bins, and increased noxious odors, all of which have a harmful effect upon economic development in Old Sacramento, as well as endanger public health and safety.

At the time of this writing, the City Old Sacramento Management Division is preparing a Request for Proposals (RFP) to engage a single provider for solid waste (garbage, rubbish, and refuse) collection and diversion services within the Old Sacramento Collection District.

For more information:

- Call Old Sacramento Management Division at (916) 264-7031.
- Read the Garbage Collection and Disposal ordinance at www.qcode.us/codes/sacramento, Chapter 13.10.

Maintenance

Public Space Maintenance

The City of Sacramento Old Sacramento Management Division (OSM) is responsible for maintenance of most public space in Old Sacramento, including streets, boardwalks (sidewalks), alleys, service courts, parks, the waterfront promenade, and other public right-of-way, such as the K Street tunnel.

To report maintenance concerns regarding streets, boardwalks (sidewalks), alleys, service courts, parks, and other City-managed right-of-way, call the OSM maintenance hotline at (916) 264-8141.

The OSM maintenance crew performs many duties in Old Sacramento, including:

- Emptying of boardwalk trash cans
- Clean-up of litter and debris on the streets and boardwalks
- Pressure-washing of boardwalks, alleys, and service courts
- Street light cleaning
- Maintenance of small parks and landscaped areas
- Minor repairs and replacements of public structures, fixtures, furnishings, and other infrastructure

Façade cleaning – OSM contracts annually with a private cleaning company to clean the facades of all Old Sacramento buildings (except those owned by the State) three times each year. Façade cleaning is funded with Maintenance Assessment District (MAD) fees collected by the City from Old Sacramento property owners (see MAD section for more information).

Private Property Maintenance

The popularity of Old Sacramento and its economic future depend upon the condition of the buildings, including balconies and canopies. If all property owners maintain their property to the highest possible standard, the buildings will continue to add to the historic character and unique environment that draws so many customers and visitors to Old Sacramento year after year.

Old Sacramento property owners are required to maintain properly and consistently their real property and all improvements on it to a degree that does not detract from or degrade that of their neighbor or the adjacent public property.

For more information:

- Call Old Sacramento Management Division at (916) 264-7031.

Maintenance Assessment District (MAD)

Old Sacramento property owners pay the Old Sacramento Maintenance Assessment District (MAD) fee, a real estate property tax assessment to help support enhanced maintenance of Old Sacramento streets, sidewalks, alleys, and other public spaces. The Old Sacramento MAD was formed in 1984 via resolution by City Council. All City MADs are governed by Chapter 3.214 of the Sacramento City Code as well as certain State laws.

The purpose of the Old Sacramento MAD is to provide a means for recovery of costs incurred by the City for special services provided in Old Sacramento that benefit Old Sacramento properties. Maintenance services funded through the MAD include street sweeping, sidewalk trash can collection, service court cleaning and maintenance, and building façade cleaning—all of which directly benefit the commercial environment of Old Sacramento. These services are above and beyond what is currently provided by the City in other areas of Sacramento. The MAD funds are directed to the City's Old Sacramento Management Division budget to pay for maintenance staff salaries and the annual building façade cleaning contract, as well as required MAD administration fees.

The fee amount paid by each Old Sacramento property owner is calculated based upon the property's parcel area size (25%), front footage (25%), and structure area size (50%). The fees range from \$171 for a small vacant lot to \$3,775 for a large lot with a four-story building. The total amount collected from all Old Sacramento properties each year is approximately \$70,000. The MAD fee is collected by the County at time other property taxes are collected, and then transferred to the City.

The City Council resolution states that the Old Sacramento MAD funds will "pay for the cost of all labor, tools, equipment, fuel, electricity, and all other items necessary and proper for cleaning of streets, alleys, service courts, compactor buildings, and pedestrian sidewalks and maintenance of the service court landscaping and compactor buildings located within and adjacent to the boundaries of said Old Sacramento Maintenance District."

The resolution goes on to say "that the Council hereby finds and determines that all land lying within the boundaries of said proposed Maintenance Benefit Area (Old Sacramento MAD) are lands where streets, alleys, service courts, compactor buildings, and pedestrian sidewalks will be cleaned daily, a public service no other area within the City of Sacramento receives. The council finds that said public service is additional maintenance service and that the property within said proposed Maintenance Benefit Area receives a special benefit to the extent of the cost of providing such additional maintenance service."

For more information:

- Call the City of Sacramento Public Improvement Financing Division at (916) 808-5628 or the Old Sacramento Management Division at (916) 264-7031.
- Read the MAD ordinance at www.qcode.us/codes/sacramento, Chapter 3.124.

Parking

Parking Garages

City-operated parking garages near Old Sacramento include:

- Old Sacramento Garage – 2nd and I
- Tower Bridge Garage – Front and Capitol Mall
- Downtown Plaza West Garage – 3rd and L

Parking validations for customers:

Parking validation tickets for use in the Tower Bridge Garage and the Old Sacramento Garage are available for sale to Old Sacramento merchants at the Old Sacramento Management Office, 1111 Second Street.

- Parking validations are available from OSM during regular business hours, 8:00 am to 12:00 noon and 1:00 to 4:30 pm Monday through Friday. For the best possible service, and for orders of 500 validation tickets or more, please call one business day in advance (916) 264-7031 or fax your order to (916) 264-7286.
- Old Sacramento merchants may purchase the validations for 50 cents to provide their customers with \$5 worth of free parking in the garages.
- Only merchants and business owners whose businesses are located within the boundaries of the Old Sacramento business district, and who are enrolled in the program, may purchase the parking validation tickets from the OSM office.
 - If your business is not already enrolled in the validation program, you may pick up the enrollment forms at the OSM office, then complete the forms and submit them directly to the Parking Services Division office at 921 10th Street.
- Validation tickets will be sold in bundles of 100 tickets only and payment must be by check (no cash or credit cards, sorry).
- Validation tickets are good for one year from the date printed.

Merchant and employee parking in the City-owned garages:

- Monthly parking program – allows parkers to enter and exit a specific parking facility quickly without the assistance of a parking facility attendant. Monthly permits are available for all City-owned parking facilities (subject to availability).

- Discount Employee Parking Program (DEPP) – for employees who make an hourly wage of \$12 or less and who work within the area bounded by E Street to the north, R Street to the south, 21st Street to the east, and the Sacramento River to the west. Provides employees of the downtown area an affordable alternative to the current market parking rates.
- Part-Time Employee Parking program (P-TEP) – for part-time employees working in the downtown area and working 30 hours or less per week. A discounted parking permit will be issued to access a designated facility and discounted hourly rates apply upon exiting.

For more information:

- Call the City of Sacramento Parking Division, Off-street Parking, at (916) 808-5110.
- Visit the City of Sacramento Parking Division web site at <http://www.cityofsacramento.org/transportation/parking>

Parking Meters

Old Sacramento parking meters are active from 10 am to 8 pm, seven days a week.

Meters take quarters only, and parking enforcement officers strictly enforce time limits. Change machines are located around Old Sacramento.

To report parking meter malfunctions or other problems, call the City's Parking Services Division at (916) 808-5631.

Meter holidays are: New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas Day

Old Sacramento parking meters are a valuable source of revenue for Old Sacramento programs and projects. In FY06, the City granted \$130,000 to the Old Sacramento Business Association from the parking meter revenue to be used for marketing, events, and other programs to benefit Old Sacramento stakeholders. Funds are also used to support Old Sacramento public improvement projects and maintenance.

For more information:

- Call the City of Sacramento Parking Division, On-Street Parking, at (916) 808-5354.
- Visit the City of Sacramento Parking Division web site at <http://www.cityofsacramento.org/transportation/parking>.

Safety and Security

Emergencies – Dial 911

An emergency is a situation that threatens human life or property and demands immediate attention. Do not call 911 for non-emergencies; this causes delays in the handling of real emergencies.

Nuisance Crimes

Aggressive panhandling, vandalism, customer harassment, etc. should be reported immediately to the Sacramento Police Department's non-emergency line at (916) 808-5471.

Community Service Guides from the Downtown Sacramento Partnership are available to help mediate a nuisance crime situation and can be contacted at (916) 442-2200.

Homeless Persons

The Downtown Sacramento Partnership's Navigator Program connects the homeless with community service programs. To contact a Navigator, call (916) 798-3955.

Night Security

The Downtown Sacramento Partnership, in partnership with the City of Sacramento and the State Parks Department, provides a private security officer overnight seven days a week in Old Sacramento. For more information, contact the Downtown Sacramento Partnership at (916) 442-8575.

Sidewalk Vending

Sidewalk vending in Old Sacramento is governed by Sacramento City Ordinance 5.88, which addresses outdoor vending of merchandise as well as food and beverages.

Only businesses with fixed locations in Old Sacramento may sell merchandise, food, or beverages from the boardwalk (sidewalk) in Old Sacramento and only in certain situations and under specific conditions. Independent sellers, vendors, etc. may not set up booths/tables to sell items from the boardwalks in Old Sacramento.

Sidewalk Vending of Merchandise

Selling merchandise, goods, or products from the boardwalk (sidewalk) in Old Sacramento by businesses located in Old Sacramento is only allowed during certain special events:

"...A vendor who has a fixed business location within Old Sacramento from which the vendor regularly sell goods, wares, or merchandise other than food or beverages may vend these goods, wares, or merchandise from the sidewalk or boardwalk immediately adjacent to the fixed business location during the following special events: Jazz Jubilee...and any other Old Sacramento special event for which the director of downtown department determines that sidewalk vending is appropriate."

The City of Sacramento Old Sacramento Management Division usually issues a notice to Old Sacramento merchants when sidewalk vending is allowed during a special event. If in doubt, please call Old Sacramento Management at (916) 264-7031 to verify before making plans to sell merchandise from the boardwalk.

When sidewalk vending of merchandise is allowed (call Old Sacramento Management at (916) 264-7031 when in doubt), the following rules apply and will be enforced by the City of Sacramento Old Sacramento Management:

- All displays, tables, and fixtures must appear neat and professional and reflect the historic character of Old Sacramento:
 - * Tables must be draped in cloth (not plastic) all the way to the floor.
 - * Wrap/cover other fixtures or containers in burlap or canvas. Use wood crates, wood barrels, or metal tubs instead of plastic containers to display wares. (If plastic containers are necessary for storage, keep them hidden under draped tables.)
- No additional signage is allowed.
- All merchandise must be from regular inventory.
- Bottled water may be sold; no other food or beverages may be sold.

- Tables and merchandise must be within six feet of the storefront and should not obstruct pedestrian traffic.
- Merchants may not enter into agreements with outside vendors or entertainers to sell or perform on public property (boardwalks, streets, etc) in Old Sacramento.

Sidewalk Vending of Food and Beverages

Old Sacramento businesses that regularly sell food or beverages may apply for a permit to sell or serve their items from the boardwalk (sidewalk) in front of the business year-round:

“...A vendor who has a fixed business location within Old Sacramento from which the vendor regularly sells food or beverages may apply for a permit, revocable at will by the director, to vend food or beverages from the sidewalk or boardwalk immediately adjacent to the fixed business location at any time. No alcoholic beverages shall be sold or consumed on the sidewalk or boardwalk. All tables, chairs, and vending carts used for this purpose shall be approved in advance by the director of the downtown department, or the director’s designee, and shall be positioned so as to leave a minimum of six feet clear on every sidewalk or boardwalk for pedestrians.

- Businesses must obtain a permit from the City of Sacramento Old Sacramento Management Division to sell food or beverages from the boardwalk.
- Selling, serving, or consuming alcohol on the boardwalk is not allowed.
- Written approvals must be obtained from the fire department and the police department for all furnishings placed on the boardwalk.
- The business must provide and maintain comprehensive general liability insurance of at least one million dollars (\$1,000,000.00).

For more information:

- Call the City of Sacramento Old Sacramento Management Division at (916) 264-7031.
- Read the Old Sacramento Street and Sidewalk vending ordinance at www.qcode.us/codes/sacramento, Chapter 5.88.

Signs

The Old Sacramento Special Sign District ordinance, Chapter 15.152 of the City Code, was revised in the spring of 2005 and has been enforced since August 1, 2005. Because Old Sacramento relies on its historic design theme and physical beauty to attract commerce and tourism, it is critical that Old Sacramento establishments comply with the sign ordinance.

Sign Regulations

All Old Sacramento property owners, merchants, and tenants should carefully review the regulations in the Old Sacramento Special Sign District ordinance, Chapter 15.152 of the City Code.

Copies of the Code may be obtained from the Old Sacramento Management Office at (916) 264-7031 or at www.qcode.us/codes/sacramento, Chapter 15.152.

The Old Sacramento sign ordinance regulations apply to all signs visible from any public area (street, sidewalk, walkway, etc) and those signs inside buildings that are less than six inches from the building's front wall, window, or door.

Key regulations in the Old Sacramento sign ordinance include, but are not limited to:

- All permanent signs must have a valid City of Sacramento permit. Permits are NOT transferable from one sign to another.
- A-frame or portable signs are not permitted unless used for valet services.
- Neon, string lighting, spot lighting, fluorescent lighting is not permitted. Neon or illuminated signs within a business may not be directed to outside pedestrians or traffic.
- Signs may not obstruct more than 20% of a window or door.
- Signs may not contain thumbtacks, staples, tape, or similar temporary bonding materials.
- Signs may not consist of plastic in any part.
- Wood signs must be painted, not stained, and cannot contain carved messages.
- Grand opening signs may not be displayed for more than 30 days
- Menu signs must be enclosed in a glassed-in case of historic character and only one case is permitted per building façade. Menu cases do not require permits; however they must be approved in advance by the City's History and Archives Manager.

- Certain signs, such as open/closed signs, credit card decals, help-wanted signs, real estate (for rent or for sale signs), and street address signs do not require permits as long as they comply with specific criteria in the ordinance.

Sign Permit Process in Brief

- **NOTE:** The sign review and permit process may require four to six weeks to complete and require multiple meetings with City staff or re-submission of required documents. **Property owners and merchants should allow ample time to complete the process, particularly when seeking a permit for a new business.** Signs installed in Old Sacramento without a valid permit are subject to penalties.
- Obtain a sign permit application packet from the City of Sacramento, Old Sacramento Management, 1111 Second Street, (916) 264-7031.
- Construct detailed drawings and site plans of the sign per the instructions in the packet.
- Submit the sign permit application and drawings to the City's History and Archives Manager. It's best to set up an appointment with the History Manager to review the sign application and plans in person. The History Manager reviews the Old Sacramento sign permit applications for conformity with the sign design guidelines and for general historic appropriateness of the sign and sign installation plan.
- When the sign permit application and drawings have been approved by the History and Archives Manager, contact the City's Development Services Department at to submit the approved application and pay the sign permit fee(s).
 - The sign permit application fee is \$100, the historic district surcharge is \$30, and the permit fee ranges from \$33 to about \$143 depending upon the type and size of the sign. Other administrative fees may apply.
- Install the sign, attach the sign permit sticker to the approved sign, and call the City's Development Services Department again for a final inspection.

Relocating an Existing Sign

Businesses wishing to relocate a sign to an entirely different location, even if on the same building, must apply for a new permit and go through the permit process described above as for a new sign.

Minor Modifications to Permitted Signs

Per the Old Sacramento sign ordinance, an applicant may request a Minor Modification Permit to make minor changes to an existing legal sign. The proposed changes to the existing sign must “not substantially alter the size, structural design, visual balance, and typeface style of the existing legal sign...” and the sign after the modifications must be consistent with all applicable guidelines, rules, and regulations.

Minor modifications include changes like:

- Repainting the sign with the original colors and design (to refresh the paint)
- Repainting the sign with new colors but with no change to the design
- Changing the lettering to include a new product (no change to the name of the business)
- Repairing minor damage to the sign (not structural)

For more information:

- Call the City of Sacramento Old Sacramento Management Division at (916) 264-7031.
- Read the Old Sacramento sign ordinance at www.qcode.us/codes/sacramento, Chapter 15.152.

Small Business Assistance from the City

The City of Sacramento has expanded its small business assistance program by naming a Small Business Liaison to help new and existing small businesses with a variety of issues and adding Small Business Night at the Development Services Permit Center.

- General information and guidance about City code and permit requirements and fees for new and existing businesses, including new construction, tenant improvements, additions, remodels, and signs
- Business Operation Tax certificate requirements
- Information about small business loans and other programs
- Information and application for Emerging Small Business Development (ESBD) certification for City contracts
- Referrals to other agencies and programs

Dan Waters, Small Business Liaison
City of Sacramento Development Services Department
(916) 808-8925

Small Business Night at the Permit Center
Every Wednesday from 5:30 p.m. to 7:30 p.m.
North Permit Center, 2101 Arena Blvd., Suite 200
(916) 808-8925 or 808-5656

Please call for appointment to ensure appropriate staff is available to serve you.

Special Events

Major Special Events in Old Sacramento

<u>Month</u>	<u>Event</u>	<u>Contact</u>
March	St. Patrick's Day Parade	Historic Old Sacramento Foundation/Old Sacramento Business Association (916) 445-3054 www.oldsacramento.com
May	Pacific Rim	Pacific Rim Street Fest (916) 451-6200 www.pacificrimstreetfest.com
May (Memorial Day weekend)	Jazz Jubilee	Sacramento Traditional Jazz Society (916) 372-5277 www.sacjazz.org
July	Bridge-to-Bridge Waterfront Festival	Sacramento Convention and Visitors Bureau (916) 808-7777 www.discovergold.org
September (Labor Day weekend)	Gold Rush Days	Sacramento Convention and Visitors Bureau (916) 808-7777 www.discovergold.org
September	Old Sacramento Jazz Concert Series	Historic Old Sacramento Foundation/Old Sacramento Business Association (916) 445-3054 www.oldsacramento.com
October	Fall Harvest Days	Historic Old Sacramento Foundation/Old Sacramento Business Association (916) 445-3054 www.oldsacramento.com
December	Heritage Holidays	Historic Old Sacramento Foundation/Old Sacramento Business Association (916) 445-3054 www.oldsacramento.com

Special Event Permits

City Code requires that anyone who wishes to conduct an event on public property obtain a permit to do so. Event and facility use permits in Old Sacramento are jointly coordinated through the City of Sacramento Old Sacramento Management Division and the City of Sacramento Special Event Services Division. Event and facility use permits are issued by the City of Sacramento's Special Event Services Division or the Old Sacramento Management Division depending upon the nature of the event.

The Old Sacramento Events Committee is a subcommittee of the Historic Old Sacramento Foundation/Old Sacramento Business Association (HOSF/OSBA). The Committee provides a recommendation to the City on permit applications for special events that take place in, or substantially impact, Old Sacramento. In most cases, event permit applicants (event organizers) who are planning an event in Old Sacramento will need to attend a meeting of the Old Sacramento Events Committee to present their event plans and discuss how to address any potential problems the event may cause for the Old Sacramento neighborhood.

City ordinances that apply to special events include:

- Sacramento City Code Chapter 12.16 – Temporary Street Closures
- Sacramento City Code Chapter 12.24 – Parades
- Sacramento City Code Chapter 12.72 – Parks, Park Buildings, and Recreational Facilities

For more information:

- Call the City of Sacramento Old Sacramento Management Division at (916) 264-7031 or the City Special Event Services Division at (916) 808-3824.
- Read the Old Sacramento event-related ordinances at www.qcode.us/codes/sacramento, Chapter 12.

Street Performers

The City of Sacramento Old Sacramento Management Division issues permits to approved street performers for a one-year period. Interested street performers must apply for a permit, perform and audition for OSM, and obtain a Business Operations Tax (BOT) Certificate from the City. There is currently no fee to obtain a street performer permit, however the performer must pay all applicable fees to obtain a BOT Certificate.

Street performer regulations include:

- Performers may in no way cause public inconvenience or jeopardize safety.
- Performers should not block entrances to buildings, shops, restaurants, etc.
- Performers must wear attire that reflects the historical period of the Gold Rush Era (1848-70) must be worn by all street performers. Attire must be approved by the Director of the Old Sacramento Living History Program.
- The sale of any items or promotional materials must be approved by Old Sacramento Management prior to issuance of a Street Performer Permit.
- Street performers may have one (1) sign no larger than 4 feet by 4 feet.
- Amplified sound is not allowed without prior approval from Old Sacramento Management. Personal stereos, boom-boxes, TV's, or headphones may NOT be used.
- Street performers should monitor their sound level to make sure they are not interfering with other activities in Old Sacramento.
- No sharp objects (knives, machetes, etc.) may be thrown or be part of any performance. Fire or other sources of combustion, guns, or other weapons may not be used as part of a performance.

For more information:

- Call the City of Sacramento Old Sacramento Management Division at (916) 264-7031.

Taxes, Fees, and Assessments

Old Sacramento property owners and/or business owners pay several fees and taxes, in addition to standard property taxes, that directly benefit the Old Sacramento District and its business and tourism environment. These include:

- Downtown Sacramento Property and Business Improvement District (PBID) assessment
- Old Sacramento Business Improvement Area (BIA) fees
- Old Sacramento Maintenance Assessment District (MAD) assessment

Please refer to the sections of this guide pertaining to each of these fees/assessments for more information about the individual programs.

Visitor Services

Visitor Center

- 1002 Second Street
- (916) 442-7644
- Open daily from 10:00 am to 5:00 pm, closed holidays
- General information on Old Sacramento history and the Living History program, maps, tours, events, restaurants, shops and nearby hotels and attractions
- Operated by the Sacramento Convention and Visitors Bureau

ATMs

- Inside the Wells Fargo History Museum, 1000 Second St. - Open daily from 10:00 am to 5:00 pm
- Front Street, between L and K Streets, next to Waterfront Park - Open 24 hours

Public Restrooms

- Front and K Streets – inside the Central Pacific Railroad Freight Station
- Front and J Streets – inside the Central Pacific Railroad Passenger Station
- Second Street between K and L Streets, next to the Military Museum
- Tower Bridge Parking Garage – Neasham Circle