



Title	Expressive Activities During City Events	
Policy #	2-11	
Replaces #	2-07	
Effective Date	7/14/11	
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ADMINISTRATIVE POLICY AND PROCEDURE ORDER

Issued by Mark D. Vanderpool, City Manager

- Policy guidelines for the employees of the City of Sterling Heights to ensure professional conduct and behavior including a listing of the City's expectations in the provision of orderly and cost efficient services to its citizens -

SUBJECT: EXPRESSIVE ACTIVITIES DURING CITY EVENTS

PURPOSE: To establish rules for expressive activities during city events (i.e. Memorial Day Parade, Sterlingfest, Music in the Park, Sterling Christmas, etc.).

STATEMENT OF POLICY:

RULES AND REGULATIONS

Prohibited Activity

Unless conducted from a pre-assigned vendor location, the following activities are prohibited within the boundaries of City events:

- All solicitations involving signature gathering and/or handouts
- All for-profit and not-for-profit sales of any nature
- Distribution of handbills, literature, or other tangible items
- Affixing or erecting any sign, advertisement, tent, or temporary structure on public property
- Remaining immobile or loitering within a limited area for the purpose of conveying a message

Restricted Activity

Notwithstanding the prohibitions set forth above, verbal interaction with guests at a City event is permitted for the purpose of conveying a message, but all individuals desiring to interact with guests for such purposes shall remain mobile and shall not remain in any one space or area for the purpose of interacting with persons who pass by. Stationary activities may only be undertaken by individuals at pre-assigned vendor locations. Stationary guests who are waiting in a vendor line may be verbally addressed without the use of handouts, but such interaction shall not interrupt the guest's activity and may not disrupt any waiting lines, vendor business, transportation, or other guests, and the individual addressing such guests shall avoid remaining at any waiting line beyond brief interaction with the guest and shall not remain stationary at a line in order to greet each of the waiting guests as they move forward in line. Further, disturbance of guests who are a "captive audience" is not permitted, and to that end, guests who are in a stationary position awaiting or enjoying a concert, performance, or parade shall not be approached unsolicited or otherwise disturbed.

Notwithstanding the preceding paragraph, individuals soliciting guests during City events are prohibited from:

- Soliciting in the walkway area between the City Center Commons and Dodge Park
- Soliciting in the vendor areas in front of the City Center Commons
- Soliciting in front of the primary Dodge Park entranceway during Sterlingfest
- Soliciting attendees or passersby who are walking or mingling near the entrances or exits of the Sterlingfest event
- Soliciting attendees in any other areas designated by City police or administration as being off limits for public safety and welfare reasons

Sidewalk areas on both sides of Dodge Park Road and on the southwest side of Utica Road may be utilized for soliciting guests and other pedestrian travelers, and handouts will be permitted in such areas, but these areas must remain unobstructed and any person engaging in solicitation activities must remain mobile and may not set up any structures, signs, or seating, and must honor any person's request not to be solicited and must honor any refusal to accept handouts. Police officers are authorized to relocate or terminate any solicitation activities if they create an actual or perceived public safety concern, cause harassment or obstruction complaints from guests, or result in litter.

Each year, a map will be created for Sterlingfest to depict the restricted areas for any persons requesting clarification of the restrictions set forth above.

Sterlingfest and similar events are unique community events that have limited space, a unique theme, and significant attendance. Such events are not unlimited public fora to be used for the expression of any forms of communication, whether commercial, political, or religious. These prohibitions and restrictions are designed to prevent litter and visual blight; to ensure that guests have an enjoyable time at the event; to prevent pedestrian congestion along sidewalk and exhibitor display areas; to prevent harassment or bother of pedestrians and/or exhibitors in the walkway area and concert attendees; and to ensure a safe and free flow of shuttle and pedestrian traffic at the intersection of Dodge Park and Utica Roads and the surrounding areas. All parties who wish to communicate with the public are subject to the rules set forth above and are treated equally regardless of the message they are conveying, so long as such messages are not disruptive to, or at odds with, the theme of such events, which is "fun and entertainment" for area families and residents.

Individuals attending City events shall also comply with all local ordinances applicable to City parks and public property, as well as all state laws regarding pedestrian traffic and solicitation from vehicles.

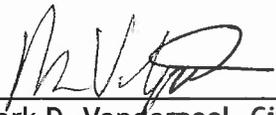
EFFECTIVE:

Original date: August 3, 2005

Updated: July 3, 2007

Updated: July 14, 2011

APPROVAL:



Mark D. Vanderpool, City Manager

DATE:

