



City of Dallas

Proposed Amendments to Chapter 42A-11: Clean Zone

**Ad Hoc Committee On
Professional Sports Retention
and Recruitment**

May 12, 2025

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City of Dallas

Overview



- Background/History
- Purpose
- Clean Zone – Common Violations
- Clean Zone – Addressing Violations
- Proposed Action
- Next Steps



Background



- On March 27, 2019, City Council adopted proposed amendments to Chapter 42A, by Resolution No. 19-0449; Ordinance No. 31144
- Creating Chapter 42-11 Clean Zone
Clean Zone is defined as a geographically defined area surrounding a permitted activity footprint or event host venues, where temporary restrictions are enforced related to temporary advertising, signage, structures, transient merchants, vendors, or otherwise licensed activities.





Purpose

- The current clean zone section is too broad and needs refinement to establish a clearer legal framework definition of clean zone boundaries, prohibited activities, and specific enforcement.
- The International Federation of Association Football (FIFA) requested that host cities make updates to ordinances to strengthen enforcement.
- The goal would be to:
 - Prevent any unauthorized sales, distribution, or signage that FIFA has not approved within the clean zone.
 - Simplify law enforcement efforts, allowing them to address violations with a single article rather than multiple ones.
 - Grant the authority to seize products and impose monetary fines.
 - Provide legal standing to prevent constitutional arguments.



Clean Zone - Common Violations



- **Unauthorized Vending:** Selling goods or services, including merchandise, food, and beverages, without proper authorization.
- **Ambush Marketing:** Marketing or promotional activities by businesses not officially associated with the event, attempting to capitalize on its popularity.
- **Trademark Infringement:** Using event trademarks, service marks, copyrights, or intellectual property without permission.
- **Obstructions and Encroachments:** Setting up temporary structures, tents, or canopies without permission, blocking sidewalks or rights-of-way.



Clean Zone – Addressing Violations



Additional language surrounding violations will be added to Chapter 42A:

- **Warnings and Citations:** Violators may receive warnings or citations for non-compliance with clean zone rules.
- **Fines:** Financial penalties, \$50 - \$500, can be imposed on individuals or businesses violating clean zone regulations.
- **Impoundment:** In some instances, tangible property related to unauthorized commercial activities or marketing may be impounded.



Proposed Action



Convention and Event Services – Office of Special Events (CES-OSE) requests Committee approval to revise Chapter 42A to include:

- Authorization for CES-OSE to serve as the department responsible (i.e., the applicant) for establishing a clean zone
- Establishment of penalties and enforcement specific to clean zones in collaboration with the City Attorney's Office, Code Enforcement, and other departments



Next Steps



With approval from the Committee, staff will:

- Collaborate with the CAO to establish ordinance language
- Present the revised language as an ordinance revision for approval by the City Council in early Fall
- Develop implementation strategies, should approval be granted, for rollout immediately in preparation of FIFA 2026



Questions





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