



## CITY MANAGER'S OFFICE

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### CITY COUNCIL STAFF REPORT

Date: April 21, 2026

#### Subject

Introduction and first reading of an Ordinance of the City Council of the City of Cupertino Amending City Code Title Five (Business Licenses and Regulations) to Establish Chapter 5.51 to Regulate Film Production.

#### Recommended Action

Introduce and conduct the first reading of Ordinance No. 26-XXX: "An Ordinance of the City Council of the City of Cupertino Amending City Code Title Five (Business Licenses and Regulations) to Establish Chapter 5.51 to Regulate Film Production."

#### Reasons for Recommendation and Available Options

The City Council approved the first reading of Ordinance No. 25-2279 at the November 4, 2025 meeting to establish clear regulations, implement a formal permitting process, and provide a mechanism for fee collection related to filming activities. This action was recommended by staff due to consistent receipt of filming-related inquiries from independent filmmakers, commercial production companies, students, and international media outlets.

The second reading, originally scheduled for the December 2, 2025 meeting, was postponed to allow for additional clarification regarding filming on private property. This clarification has been incorporated into the revised Ordinance, which is included as Attachment A. A redline version showing the difference between Attachment A and Ordinance 25-2279, from the November 4 meeting, is also included as Attachment B. Adopting this ordinance will establish clear process and expectations, protect the City, improve efficiency of operations and staff resources, and allow for the recovery of the benefits offered by the City.

#### *Next Steps*

If approved, a second reading will be brought back to Council in May, and the policy will be effective 30 days after its adoption. Once effective, staff will begin implementing this policy and issuing permits where applicable. If this ordinance is not adopted, the City will not have a mechanism for regulating commercial film production in the City or for collecting fees associated with that production.

Sustainability Impact

No sustainability impact.

Fiscal Impact

The City's Master Fee Schedule – Schedule A was amended at the December 2, 2025 meeting to establish all fees relevant to this ordinance. Collection of these fees will ensure that future film production within the City does not place a financial burden on City resources.

City Work Program (CWP) Item/Description

None

Council Goal:

Fiscal Strategy

California Environmental Quality Act

No California Environmental Quality Act impact.

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Reviewed by: Kirsten Squarcia, Deputy City Manager

Floy Andrews, Interim City Attorney

Approved for Submission by: Tina Kapoor, City Manager

Attachments:

A – Draft Ordinance (clean)

B – Draft Ordinance (redline)