



City of Rochelle
Community Development
Building Division

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Memo

To: Dave Plyman

From: Michelle Pease Community Development Director
Kip Countryman, Building Inspector

Date March 3, 2015

Re: Mobile Food Vendors

Due to the restrictive nature of the current Peddlers, Solicitors, Canvassers and Itinerant Merchants Ordinance (Chapter 70, Article II, Division 1. Generally), Chamber and Community Development staff is recommending an updated version. This ordinance is proposed to establish regulations for mobile food vendor vehicles within the City. Food Zones will include B-1, B-2, I-1 & I-2 zones of the City.

As our community moves forward with creating an environment that is shopper, family and industry friendly, mobile food vendors are an excellent way to create a social, community environment. Several existing establishments have expressed an interest in providing mobile food experiences for our community. The following ordinance creates an opportunity for licensed mobile food vendors to provide these experiences to our residents and visitors.

Mobile food vending generates approximately \$650 million in revenue annually. The industry is projected to account for approximately \$2.7 billion in food revenue over the next five years, but unfortunately, most cities are legally ill-equipped to harness this expansion. Many city ordinances were written decades ago, with a different type of mobile food supplier in mind, like ice cream trucks, hot dog carts, sidewalk peddlers, and similar operators. Modern mobile vending is a substantial departure from the vending typically assumed in outdated local regulations. Vendors utilize large vehicles packed

with high-tech cooking equipment and sanitation devices to provide sophisticated, safe food usually prepared to order. (National League of Cities, 1301 Pennsylvania Avenue, Washington, DC 20004

Staff has spent the last several months researching other communities in the area to see how their Ordinances have been modified to address some of the issues in regards to Mobile Food Vendors throughout the Country.

Included in this Memo are some definitions in regards to Mobile Food vending vehicles, vending sites, vendors, and Victuals. Staff has created an application for Vendors to apply, designated certain hours of operation, and partnered with the Rochelle School District, Rochelle Park District, and the City of Rochelle to designate certain areas where Mobile Food Vending shall be allowed. In addition to these designated sites, vendors shall be allowed on private business owner's property with written approval of the property owners.

Attached you will find the updated Ordinance , and a map showing the locations allowed.

The Community Development Department and the Planning and Zoning Commission is taking a proactive approach with some of our outdated ordinances with workshops to discuss any updates and bring these recommendations to the City Council for approval.