

# **FOOD TRUCK RIGHT-OF-WAY LOCATION ORDINANCE**

**PUBLIC SAFETY COMMITTEE WORK SESSION  
ATLANTA CITY COUNCIL**

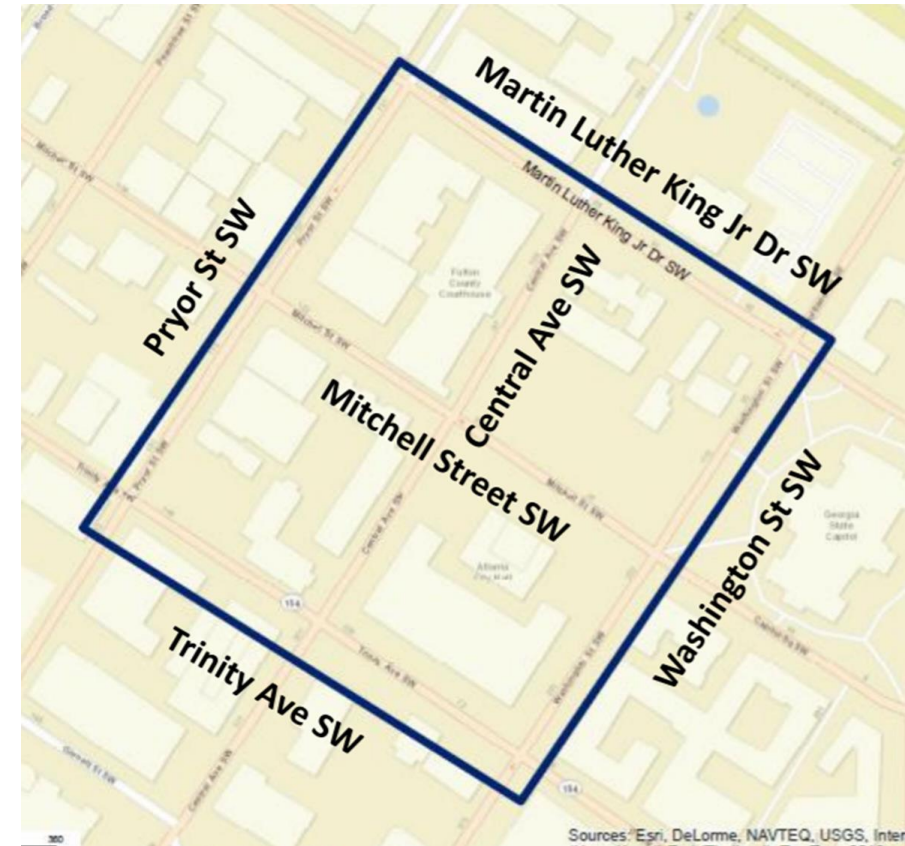
**MARCH 11, 2021**



Department of  
**CITY PLANNING**

# Background

- Since 2013, food trucks operating in the public, on-street right-of-way are limited to a four-square block in downtown called “Government Walk”
- Narrow customer base, few viable locations, lack of food truck-only parking within Government Walk limit program success
- COVID-19 has worsened challenges of existing program and threatens to eradicate Atlanta’s existing truck industry
- Lack of a transparent, efficient and community-driven process for adding additional food truck right-of-way locations



*“Government Walk” Boundaries*

# Community Benefits Of Food Truck Ordinance

- While limited in the City of Atlanta, food truck activity has grown throughout metro Atlanta and the nation in recent years
- Food trucks:
  - Enhance streets and pedestrian ways within commercial districts
  - Activate underused public space to improve a district's sense of place and safety
  - Increase economic opportunity for entrepreneurs, especially those with limited capital since start-up and operational costs for food trucks are lower than for a brick-and-mortar restaurant
  - Provide options in underserved neighborhoods with few prepared food options



*Buena Gente Cuban Bakery Food Truck*



# Food Truck Right-of-way Examples



Boston, MA



Columbus, OH

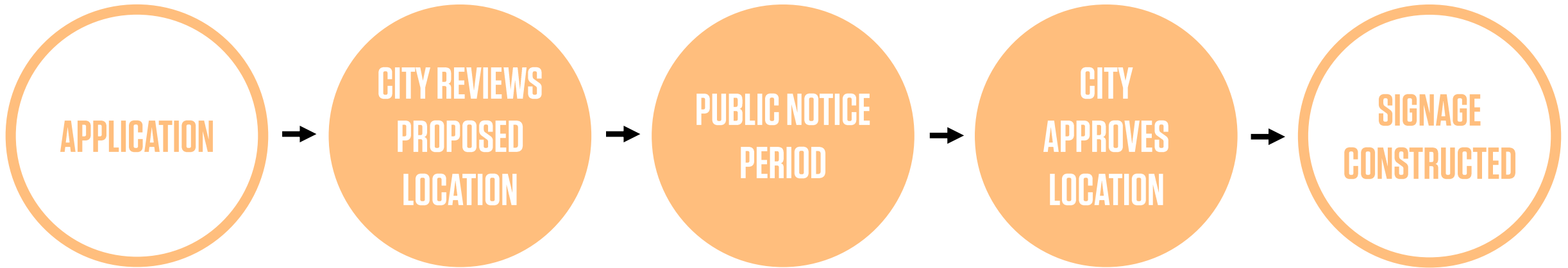
# What does the ordinance do?

- Authorizes the Department of City Planning to manage a process to designate food truck on-street, public right-of-way locations within commercial districts in the city
- New locations will be:
  - Designated through a community-driven application process managed by DCP
  - Located within or adjacent to commercial districts
  - Identified by food truck-only parking signage
- Food trucks will be permitted to operate from these locations under the existing process managed by the Office of Revenue, Department of Finance.
- Food trucks will be required to utilize an online software platform to reserve locations in advance to provide predictability in planning vending activity. This platform will also provide data to aid in program enforcement and will create orderly operations of designated food truck areas.

# What doesn't the ordinance do?

- The ordinance doesn't change the process for how food trucks operate on private property
- It only impacts where food truck can operate within the public, on-street, right-of-way
- It doesn't change the permitting process for food trucks

# Location Designation Process



Individuals apply to request that an area in the right-of-way street is designated for food truck parking during certain hours and days of the week.

Application must include three (3) letters of support from nearby business/property owners and/or community-based organizations.

The application is reviewed by City staff to determine if the location meets all criteria and requirements for food truck parking designation.

Applicants are provided with either a conditional approval, a request for revisions and additional review or a denial.

Once revisions are completed and a conditional approval is issued, a 14-day public notice period is initiated.

Temporary signage is displayed at the proposed food truck location, which provides information for how to submit public comment via email.

DCP Commissioner reviews application and public comment and issues final approval or denial of the food truck location.

Upon final approval, ATLDOT constructs signage at designated food truck location.

Permitted food trucks may begin to operate at location.

# Program Development

- Ordinance was developed in partnership with organizations representing commercial districts in the city, food truck operators and their representatives, and other partners.
- DCP staff have worked with ATLDOT, the Department of Law, the Department of Finance, APD License and Permit Unit and County Health Boards to ensure that location designation process aligns with existing processes.





# NPU Outreach

DCP staff presented ordinance for review and comment at all 25 NPU January 2021 monthly meetings.

Feedback from NPU meetings helped to inform ordinance and location designation process.

## COMMUNITY INPUT ON LOCATIONS

- Applications require three letters of support
- Public notice period before final approval is made

## ENFORCEMENT

- Online reservation software platform will provide data to aid in enforcement
- Agencies such as County Health Boards and APD License and Permit Unit will have access to real time and historic data

## LOCATION MANAGEMENT

- Ordinance establishes online reservation software platform for trucks
- Interactive map will show where trucks are operating from in advance/real time

## ELIGIBLE AREAS

- Food truck locations only designated within the on-street, public right-of-way
- Food truck locations not eligible for designation within 200 feet of single- or two-family zoned areas

# Questions?

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