


City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 31, 2011
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: JAMES K. HARTMANN, CITY MANAGER 
SUBJECT: UPDATE ON VENDING CARTS PILOT PROGRAM IN MARKET SQUARE

ISSUE: Update and status of vending carts pilot program on City Hall's Market Square.

RECOMMENDATION: That City Council receive this report. Unless Council determines otherwise, we will proceed with the pilot program as outlined in this memorandum.

DISCUSSION: On October 26, 2010, City Council approved a pilot program for Market Square for the 2011 spring and summer season to include eight food vendors selected from Old Town restaurants. Designed to enliven King Street and support local businesses, the program seeks to enhance the King Street business environment and furthers the City's economic sustainability goals. Staff's October 26, 2010, docket memorandum (Attachment 1) outlines the elements of the pilot program, including its budget.

STATUS: In November 2010, notice was hand delivered to each Old Town restaurant, inviting each restaurant to apply to participate in the program. Staff created and posted website information outlining the application process, the Market Square rules for the program, and a time schedule for applications. See attached Vendor Information Package (Attachment 2) and Alexandriava.gov/vendingcarts. Staff held an informational meeting on December 6 for potential applicants.

Five applications have been received and reviewed, and the following five Old Town restaurants have been selected to participate:

Union Street Public House
Fontaine Café and Creperie
Bread and Chocolate
Columbia Firehouse
Grape and Bean

Each of these restaurant's applications is well executed and demonstrates an understanding of the program and strong concepts for food selections. Together the group will offer a variety of lunch and afternoon offerings, including sandwiches, crepes, coffees and ice cream. Staff has contacted each applicant and confirmed its selection. The vending cart program is scheduled to begin on Friday, April 1, 2011.

FISCAL IMPACT: The budget originally presented and approved by Council in October was based on having a total of eight vendors on Market Square. The 30 week program was estimated to cost \$42,483, and relied on vendor fees for \$24,000 of that amount. As approved, the City was responsible for the \$18,483 difference, with the money to be allocated from Contingent Reserves.

With only five vendors in the program instead of eight, staff now anticipates a potential \$9,000 deficit in the pilot program's estimated budget. Staff will attempt to offset the deficit, at least in part, by continuing to market to the Old Town Restaurant community the availability of the three open vendor cart spots. Staff expects the available cart spots will be filled, although the additional vendors may not be present until after the program opens in April. If the open cart spots are not filled and the deficit remains, staff will work with the City's Chief Financial Officer to provide an appropriate fiscal offset.

ATTACHMENTS:

1. Docket memo, October 26, 2010 (item #18)
2. Vendor Information Package

STAFF:

Tom Gates, Assistant City Manager
Faroll Hamer, Director, Planning and Zoning
Barbara Ross, Deputy Director, Planning and Zoning
Jeremy McPike, Acting Director, General Services
Timothy E. Wanamaker, Deputy Director, General Services

City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 19, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: VENDING CARTS PILOT PROGRAM

ISSUE: Establishing a vending carts pilot program on City Hall's Market Square.

RECOMMENDATION: That City Council:

- (1) receive this report and outline of the proposed pilot program; and
- (2) consider allocating \$18,483 from the Contingent Reserves account to fund the program.

DISCUSSION: In 2009, City staff was approached by a local business owner who wished to offer food and drink services on City streets. The services would primarily be directed at visitors to the City during peak times for City tourism. Simultaneous to the request of the business owner, City Planning staff was considering ways to bring more visitors and greater vibrancy to the Old Town/King Street area in support of economic sustainability. The confluence of business owner interest in street vending and staff interest in enhancement of our commercial and retail sectors resulted in the development of this proposed pilot project for vendor carts. Staff proposes to establish a pilot program allowing vending carts with food on Market Square for the spring, summer, and early fall 2011 to create a lively and distinctive downtown, enhance the King Street business environment, and provide more food choices for residents, workers and visitors. A healthy business climate on King Street benefits local businesses, the Old Town community in general, and the City as a whole. This recommendation is consistent with:

- City Council's Strategic Plan Goal 1, which sets increasing the appeal of King Street and the Waterfront to shoppers and diners as a priority ;
- The King Street Retail Strategy (2005), which emphasizes the need for an active street life to foster an environment of economic health for the businesses on King Street.; and
- The King Street Retail Analysis (Bob Gibbs, 2009), which reemphasized the need for additional vitality and activity on King Street.

Many cities have embarked on robust vending cart programs. Examples include New York, San Francisco, Los Angeles and Chicago, as well as Baltimore, Washington, D.C., Austin, Charleston, SC; New Orleans, Portland, OR; and Philadelphia. Cities have found that managed vending programs support local economic development goals by activating the public space and providing small food operators with a business opportunity. A fully developed food vending program can be a source of revenue, in the form of fees paid by the vendors to participate in the program.

Staff held a well attended meeting of restaurants in Old Town last winter to discuss a possible vending cart program. Staff has worked to streamline the program and the budget for it since it was first discussed, and has continued its communication with potential participants.

Staff met with the Economic Sustainability Implementation Monitoring Group last spring and the group endorsed the pilot program concept and encouraged staff to continue with its development. Additionally, staff met with representatives of the Old Town Civic Association who expressed a series of concerns, including the importance of maintaining Market Square as a passive, focal point for historic Old Town.

Proposed Elements of Vending Cart Program:

Staff proposes to begin with a limited and closely monitored pilot program. A larger Citywide program may be proposed in the future, depending on our experience with and the information gained from the pilot effort. The design of the pilot program has been a coordinated effort among several agencies, including Planning and Zoning, General Services, Code Administration, the Health Department, the Alexandria Economic Development Partnership and the Chamber of Commerce. The program includes the following elements:

Duration: The pilot program is temporary. It is expected to begin in early April and run through October of 2011, a period of approximately 30 weeks. The City will assess the program's viability using the criteria referenced below in the *Program Assessment* section.

Location: The pilot program will take place only on Market Square. Existing regulatory prohibitions on selling goods from streets, sidewalks and most public places throughout the City preclude additional or alternative sites without revising City ordinances. Activities on Market Square, however, are subject to rules established by the City Manager who may permit the type of temporary vending program proposed by this pilot effort. The City has the ongoing responsibility for oversight and maintenance of the Market Square plaza, which will allow staff to manage vendor operations and ensure all program requirements are observed.

Sales Items: Products for vending will be limited to food and non-alcoholic drinks. No retail items will be permitted. Food types will not be overlapping.

Participating Vendors: For the pilot program, vendors will be limited to existing Old Town restaurants whose operations meet Health Department licensing requirements. Staff has met with restaurant representatives to determine their interest. While some have expressed concern about potential competition and/or initial cost requirements, most are very supportive and several are eager to participate as a vendor. Vendors will be required to purchase, at their expense, carts that satisfy City design standards as described below (see *Design of Carts*).

Number of Carts: A maximum of eight carts will be permitted, depending on the number of applicants who qualify. Staff has estimated that there is room on Market Square for a maximum of eight carts, leaving room for pedestrians and other functions that take place on the plaza.

Hours: Staff is proposing that vendors be permitted on Market Square from 11:00 a.m. to 5:00 p.m. on weekdays and Sundays, and from 1:00 p.m. to 5:00 p.m. on Saturdays. Originally, staff sought to limit the program to weekday lunch time, from 11 a.m.-2:00 p.m., but experienced restaurants and other local business operators expressed a strong concern that limiting operations to weekday lunchtimes only would not allow a vendors to recoup investment in the program.

Design of Carts: For the pilot program, staff has selected a specific cart fabricator and cart design for vendor participants. The carts will be small, stainless steel, with umbrellas. No signs other than a small, discreet plaque on the cart with the name and address of the restaurant with which the cart is associated will be permitted. The consistent, simple style with matching umbrellas and restricted signage is purposeful; staff seeks to ensure that the program is visually attractive and consistent with its location within the historic district.

Selection Process: The application process will be open to all Old Town restaurants. The criteria for selection will include the proposed food offerings; a business plan; cart specifications and detail; commitment to the program; and willingness to agree to City terms. If the number of qualifying vendors desiring a location exceeds the available number of carts allowed, a lottery system or similar objective method for selecting vendors will be used.

Tables and Chairs: Staff proposes that the City purchase a limited number of small tables and chairs for the plaza while vending takes place. Providing tables and chairs will give the public additional seating and make the vending program more inviting and successful.

Vendor Fees: Staff is recommending a weekly \$100 fee for participating vendors, and has discussed the fee with restaurant operators who expressed serious interest in participating. They find the fee to be reasonable and acceptable.

Program Assessment: Since the vendor program is a pilot project, assessing the relative success of the effort is important in determining whether the program should continue beyond its initial 2011 phase, be further developed and expanded, or be eliminated. Staff will develop reasonable measures for the pilot which, at its conclusion, will allow a reasonable assessment of the following:

- The economic benefit of the program to the participating restaurant businesses;
- The ability of the program to facilitate an active, vibrant environment in the King Street and Waterfront areas of the City;
- The ability of the program to foster an economic benefit to King Street businesses or, at a minimum, to not diminish the King Street/Waterfront business environment;
- The ability of the future program to be, at a minimum, cost neutral to the City government;
- The ability to successfully ensure the maintenance of a clean, attractive, public place for use by program participants and all other users of Market Square; and
- The ability of the program to maintain Market Square's attractive, pedestrian-friendly ambiance and to observe the dignity of the space in context of Old Town's history and historical significance.

In order to ensure the ability to assess the program, vendors will be required to report to the City regarding their sales. Staff will also report to Council after the pilot regarding its assessment of the program.

FISCAL IMPACT: The pilot program will be managed and maintained by Department of General Services staff. The staff estimates that its costs will include contracted cleaning services, weekly special cleaning (power washing), and administrative costs to manage the program. The total estimated cost for a 30 week program is \$42,483. The vendor fees will produce \$24,000, leaving a necessary City contribution of \$18,483. Staff is recommending that \$18,483 be allocated from the Contingent Reserves account in order to implement the pilot project.

In an effort to minimize the City's expense for the pilot program, staff has considered numerous variations of the proposed effort. Reducing the hours and/or days of available service, seeking full cost recovery from vendors, or reducing investment in items such as chairs and tables are a few examples of alternatives considered that yield a lower investment cost for the City. Each of these alternative approaches to the program however was rejected based on vendor concerns that the proposals would not permit the program to be economically successful.

ATTACHMENT: Market Square Vendor Cart Program Cost Estimate

STAFF:

Tom Gates, Assistant City Manager
 Faroll Hamer, Director, Planning and Zoning
 Barbara Ross, Deputy Director, Planning and Zoning
 Jeremy McPike, Deputy Director, General Services
 Timothy E. Wanamaker, Deputy Director, General Services

ATTACHMENT

Market Square Vendor Cart Program Cost Estimate

October 5, 2010

Program Description: The proposed pilot vendor cart program at Market Square would provide space on the City Hall plaza to support vendor carts. The necessary support will require staffing for the management of vendors, cleaning services as well as setup and breakdown of table and chairs and storage space for those items. Repair and replacement of damaged tables, chairs, trash receptacles or other items will need to be provided. The vendor cart program under the proposal will operate daily (7 days a week) from 11:00 am to 5:00 pm except Saturdays when the carts will operate from 1:00 pm to 5:00 pm. Vendors will be provided a half hour before and after the scheduled hours of operation for setup and breakdown of carts. The program is scheduled to operate from April through October, 2011.

Operations: Daily maintenance operations of this program include trash removal before, during and after cart operating hours; cart setup/delivery coordination; tables, chairs and umbrella cleaning and setup; storing of tables, chairs, and umbrellas; and regular washing (power washing) of Market Square bricks and sitting areas. On-going management efforts would include vendor relations, fee collection, vendor replacements or additions, and coordination of the Farmer's Market and other special events as necessary.

Estimated costs:

Contracted cleaning support - \$20,483 (52 hours/week, 30 weeks, \$13.13/hour).

Power washing and special cleaning - \$6,000 (1x/week)

Administrative and Management – \$6,000

Tables, chairs, and umbrellas - \$7,500

Maintenance and replacements - \$2,500

Total estimated annual costs - \$42,483

Vending Carts on Market Square 2011

Old Town restaurants are invited to apply for one of 8 vending opportunities on Market Square for the spring and summer season.



Questions?

*A vendor informational meeting will be held on **Monday, December 6, 2010, at 2pm, Rm 2000, City Hall.***

Applications and a Vendor Information Package may be found at www.alexandriava.gov/vendingcarts; or in the Department of Planning and Zoning in City Hall.

**Application deadline:
January 10, 2011 by 5pm
in Planning & Zoning, Room 2100**

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Additional questions: Contact Barbara Ross • (703)746-3802

Market Square Vending Cart Program 2011

Vendor Information

Program Summary
Program Schedule
Application Information
Market Square Rules
Contact Information



www.alexandriava.gov/vendingcarts

Program Summary

The City of Alexandria presents a pilot program for the 2011 summer season with up to 8 vending carts on Market Square offering food to the public from April through October. Features of the program include:

- Vendors will be limited to Old Town restaurants
- Applications must be filed with detailed information about:
 - Food offerings
 - Business plan
 - Cart specifications
 - Commitment to follow program requirements
 - \$100 fee
- Health Department permit is required; a Fire Prevention permit may be required
- No separate business license or insurance is required
- Vendor fees are \$100 @ week paid in advance in 5 week increments
- Vendors may operate only on Market Square
- Vendors must purchase their own carts with basic design selected by City
- Vendors must share sales data to City
- The city will supply tables and chairs on Market Square for customers
- Visit our webpage www.alexandriava.gov/vendingcarts for more information, the application, and program rules
- Questions? Contact Barbara Ross, Planning and Zoning
 - (703)746-3802, Barbara.ross@alexandriava.gov

Program Schedule

November 22: Notice and invitation to apply to Old Town restaurants
November 22: City website with program information and application available
December 6: Meeting with potential vendors/applicants, 2pm, Room 2000, City Hall
January 10: Application deadline (5 p.m., Planning and Zoning)
January 18: Vendors selection announced
[Vendors purchase, outfit carts, obtain health department permits]
March 15: Vendor meeting
April 1: Opening day for vendors on Market Square
October 31: Closing day

Application Information

Applications are available on line at www.alexandriava.gov/vendingcarts in the Department of Planning and Zoning. Only restaurants currently operating with valid business licenses in Old Town are eligible to file an application. By signing and filing an application, applicants agree to abide by the City's Rules for Pilot Program for Vending Carts on Market Square 2011. A \$100 application fee is required when the application is filed. The right to participate in the Pilot Program will be granted to a named applicant only; the right to operate in the program may not be sold, leased, or assigned in any fashion.

Selection Criteria

Applications will be reviewed by the City's Selection Committee based on the following criteria. A maximum of 8 carts may be part of the program at any one time. If fewer than 8 applications qualify for selection, a smaller number will be selected.

1. Food and beverage offerings should not overlap, and should offer an appealing variety of choices for customers, as to type, price and degree of sophistication to the general Old Town market.
2. Vendors should understand the economics of their menu offerings, the cost of the operation and the market, and demonstrate in their application that they are knowledgeable about the elements of a successful vending business.
3. Vendors must commit to adhere to the Rules for Market Square Pilot Vending Cart Program.
4. An applicant must demonstrate the likelihood of success of its vending proposal.

RULES FOR MARKET SQUARE PILOT VENDING CART PROGRAM

Each vendor selected to participate in the 2011 pilot vending cart program agrees to comply with the following rules for Market Square for the duration of the program, as well as any rules issued by the City of Alexandria or the Market Master:

Market Master

The operation of the vending program will be the responsibility of the Market Master, with that role being fulfilled by City staff in the Department of General Services. Specific contact information will be provided. The Market Master is authorized to maintain Market Square, to direct vendors and provide the public with guidance as necessary to sustain a safe, clean, vending operation on this important public space.

Program Calendar

- The vending program will operate from April 1 - Oct. 31, 2011.
- The vending program will operate and sales may occur Sunday through Friday from 11-5pm and on Saturday from 1:00-5:00 pm.
- The City reserves the right to suspend the program operation for safety reasons and when special events conflict with the vending program operation. In such cases, the Market Master will provide as much notice as possible to vendors.
- The program will not operate in inclement weather as determined by the Market Master.

Vending Carts

- Carts are to be purchased by the vendor.
- Carts are to be chosen from the City's approved list, attached. In the alternative, a vendor may propose an equivalent alternative for the City's consideration and approval.
- The cart must be equipped with a yellow and white striped umbrella.
- No signage or other advertising is permitted on umbrellas or carts except that (1) the name and address of the vendor/restaurant may be attractively and professionally displayed attached to the cart in a sign no larger than 1 square foot in size; and (2) a menu as described below is permitted.
- No A-Frame signs, balloons or flags are allowed.
- Vendors may only locate on Market Square.
- The daily transport, maintenance and operation of the vending cart is the responsibility of the vendor.
- Vending carts must be attended by the responsible vendor or its employee at all times.

Food

- Vendors may only sell food and beverage items.
- Only food and beverages that have been described in the application are permitted.
- Any substantive changes in food and beverage offerings must be approved by the City.
- Each cart must display a daily menu of offerings with prices. The menu must be professionally painted or hand written on an attractive permanently affixed chalk or marker board. Handwritten, cardboard signs are not permitted.
- All food and preparation materials shall be located on and in the carts.
- No alcoholic beverages are permitted to be offered, sold or consumed as part of the vending cart program.

Location of Carts

- Carts will be located in those approximate locations shown on the Market Square layout plan.
- Priority locations will be adjusted on an equivalent rotation system, with one week in each location, and a drawing to select the initial locations.
- No vendor may place his cart so as to block, obstruct or interfere with the free flow of pedestrian traffic on Market Square.

Utilities

It is expected that all carts will be fully operational, with self-contained utilities, including water, power and heating and cooling elements, without utility requirements from the City. If additional services are required, i.e., electric power, potable water, etc., it must be clearly stated in the "utilities" section of the vendor application. Please note that the City will determine in advance if such service is available. *No generators are permitted.*

Market Square Access

- Access to Market Square for carts, and loading spaces for vehicles to which carts are attached, will be from the Royal Street side of City Hall in the designated loading space (white curb).
- Vehicles must be removed immediately after unloading the cart.
- No motorized vehicles are permitted on Market Square.
- Set up time is limited to 10:30 – 11:00 a.m. each day; clean up time is limited to 5:00-5:30 each day.

Fees

- A fee of \$100 a week, paid in advance, in at least 5 week increments is required. More detail about method and recipient of fees will be provided.
- If a vendor is suspended from the program, or otherwise ceases to participate, fees will not be refunded.
- Vending fees are exclusive of any regulatory permitting costs.

Time commitment

Vendors are expected to be present at all times the vending market is open.

Clean up

- Vendors shall keep the carts and space around the carts in a clean and sanitary condition and pick up paper, plastic containers, wrappers or other litter in the area at all times.
- Vendors must remove carts, including all wares and produce from Market Square each day between 5:00 and 5:30 p.m. Any items remaining on Market Square after 6:00 p.m. shall be removed and stored by the City at the vendor's expense.

Conduct/behavior

- Vendor operators must wear neat and clean clothing. Shoes and shirts are required.
- No vendor may shout, make any noise or use any sound device, including a radio or sound-amplifying system, for any purpose.
- Vendors must be courteous at all times to customers, the public and to each other.

Reporting Sales Data

Each vendor will be required to report its sales data on forms supplied and at intervals required by the City.

Permit/Insurance

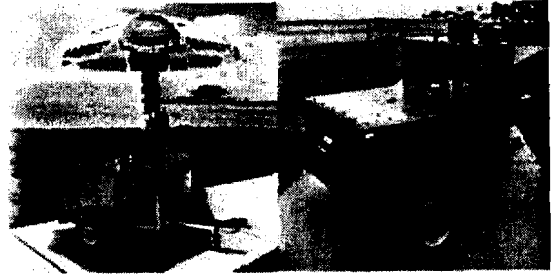
- A permit from the Health Department is required prior to any operation as part of this program. Contact Kristen Garcia at (703) 746-4971.
- A fire prevention permit is required from Code Administration/Fire. Contact Bill Coates at (703)746-4233.
- No insurance is required but vendor/restaurants are encouraged to expand their coverage to include the vending cart operation and to add the City of Alexandria as an additional named insured for operations on Market Square in their existing policies.
- Vendors are responsible for the safety of the products being sold, and shall hold the City harmless from any liability whatsoever that results from their activities on Market Square.

Compliance with Rules

- The City reserves the right to amend these rules as circumstances of the program warrant.
- The City reserves the right to revoke or suspend the right of any vendor to participate in this program for failure to comply with these rules or those issued by the Market Master, in its discretion for the health, safety and welfare of the public.
- In the event that a vendor violates the rules of the Vendor Cart program and disregards the verbal warnings of the Market Master, the vendor may be suspended for a length of time that is dependent upon the severity of the offense. All suspensions and revocations will be reviewed by the Selection Committee prior to a decision.

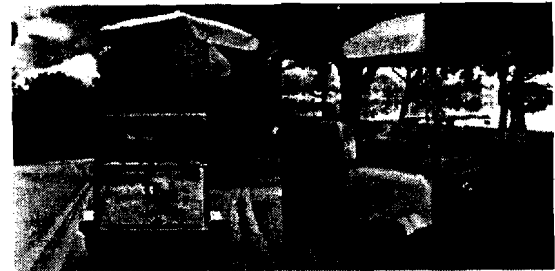
The VENTURA Hot Dog Cart
\$3,399.00 USD Base Price

- The Ventura Hot Dog Cart is our most popular hot dog cart, a serious top quality machine!
- Excellent for towing to location and still easy to push by hand!
- The Ventura Hot Dog Cart is the workhorse of all our hot dog carts!

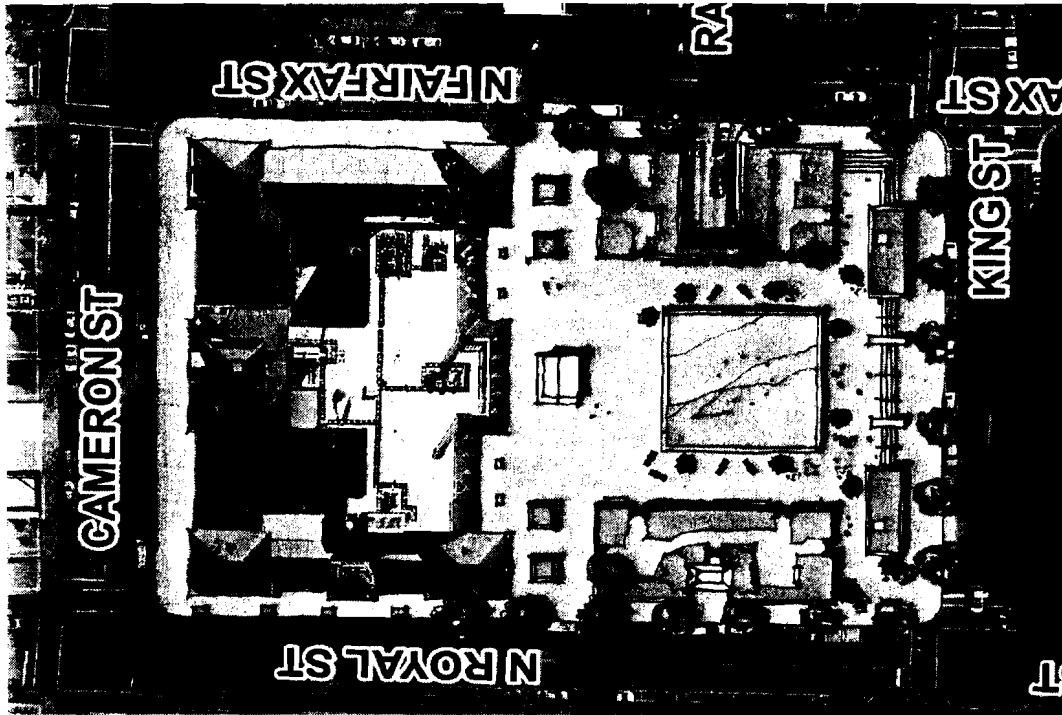


The VENTURA PRO Hot Dog Cart
\$5,999.00 USD Base Price

- The Ventura Pro Hot Dog Cart is equipped with an integrated mechanical refrigerator/freezer.
- Complete on-board battery charging system, instant hot water heater and a large oversize hand sink.
- Specially designed features to meet the most demanding Health Department requirements.



Layout for Vending Carts on Market Square



Note:
Vending cart
locations are
indicated in
red facing
King Street.

Selected Vendors will occupy the designated vending cart locations with priority vending locations adjusted on an equivalent rotation system during the course of the pilot program.



APPLICATION

VENDING CART PILOT PROGRAM

Only restaurants currently operating with valid business licenses in Old Town are eligible to file an application. By signing and filing an application, applicants agree to abide by the City's Rules for Pilot Program for Vending Carts on Market Square 2011. A \$100 application fee is required when the application is filed. The right to participate in the program will be granted to a named applicant only; the right to operate in the program may not be sold, leased, or assigned in any fashion.

Section 1: Contact Information

Applicant:	Date Applied:
Applicant's Mailing Address:	Name of Associated Restaurant/ Business Name:
Telephone:	Business Mailing Address:
Email:	Telephone:
	Email:
Primary Contact Name: <i>(if other than applicant)</i>	Telephone:
	Email:
Secondary Contact:	Telephone:
	Email:

Section 2: Description of Vending Services

Product: Describe the type of food product to be offered (i.e. gourmet hot dogs, specialty sandwiches, natural fruit products, etc.). If offerings vary, please note all types of food to be provided. _____ _____ _____ _____ _____ _____ _____ _____ _____ _____	Food Preparation Requirements <i>(check all that apply)</i>
	Heating: <input type="checkbox"/> Grill/Open flame <input type="checkbox"/> Griddle <input type="checkbox"/> Steam Table/Warmer <input type="checkbox"/> Other _____ <input type="checkbox"/> None
	Cooling: <input type="checkbox"/> Refrigeration <input type="checkbox"/> None <input type="checkbox"/> Freezer <input type="checkbox"/> Other _____
Sample Menu: Provide a sample menu generally describing food offerings. Please include associated pricing. _____ _____ _____ _____	

Section 3: Business Plan – Estimate of Revenues, Expenses and Return on Investment

Note: The City of Alexandria Market Square Vending Cart program is a pilot program designed, in part, to assess the economic viability of a geographically broader program of street vending. In order to financially assess such a program, the City is requiring pilot program vendors to provide information regarding their estimated cost for operating a vendor cart, their estimated revenue for the period of the pilot project, and their expected return on investment. Regular financial reporting will be a condition of participation in the program.

Worksheet

[Use the following worksheet to calculate estimated expenses, revenues, and the expected return on investment. **Figures should be calculated for the 30 week period of the program assuming 42 hours per week of cart operation.**]

Estimate of Expenses

Equipment:

Cart/Umbrella _____

Signage _____

Transport _____

Accessory Items for Operation _____

Food Costs: _____

Staffing Costs: _____

Vender Fees and Permitting: _____

Insurance _____

Other Costs (not previously noted): _____

Estimated Total Expenses: _____

Estimate of Revenue

Sales from Cart Operations _____

Estimated Total Revenue: _____

Expected Return on Investment

Section 4: Cart Design and Specifications

Cart Design: Choose a cart from the list of approved designs or provide an equivalent alternative preference.

- Malibu
- Riverside
- Ventura
- Ventura Pro

Alternative Cart Information: If an alternate cart design is proposed, the applicant must include cart manufacturer name, photo or picture, model number, and detailed specifications as an attachment to the application.

Ancillary Equipment: List all ancillary equipment necessary for cart operation (i.e. attached coolers, storage/vending racks, etc.)

Utilities: List any utilities that are necessary for your cart operation and, not part of self-contained cart unit. State N/A if none.

Umbrella Design: Describe umbrella choice and color. [Umbrellas must be yellow and white.]

Signage: Only one sign is permitted on the cart. Give the specific dimensions of the sign and where the sign will be located on the cart. All signs must be affixed to the vending cart.

I hereby certify that I have the authority to make the foregoing application and that the application is complete and correct to the best of my knowledge. By signing and filing an application, I agree to abide by the City of Alexandria's Rules for Pilot Program for Vending Carts on Market Square 2011.

_____	_____
Signature of Applicant	Date

Staff Use Only: Fee Paid _____ Date _____

Contact Information

Planning & Zoning

Barbara Ross
703-746-3802
Barbara.ross@alexandriava.gov

Richard Lawrence
703-746-3849
Richard.lawrence@alexandriava.gov

Health Department Permits

Kristén Garcia
703-746-4971
Kristen.garcia@alexandriava.gov *vdh.virginia.gov*

Fire Prevention Permits

William Coates
703-746-4233
William.coates@alexandriava.gov