



COMMUNITY SERVICES – RECREATION AND CULTURE
TOWN OF NEWMARKET
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March 2, 2016

JOINT REPORT # 2016 - 10

**COMMUNITY SERVICES REPORT – ECONOMIC DEVELOPMENT
COMMUNITY SERVICES – RECREATION AND CULTURE
DEVELOPMENT AND INFRASTRUCTURE SERVICES – PUBLIC WORKS
CORPORATE SERVICES – LEGISLATIVE SERVICES**

TO: Mayor Van Bynen
Members of Council

SUBJECT: Town of Newmarket Food Truck Program

ORIGIN: Community Services – Economic Development
Community Services – Recreation and Culture
Development and Infrastructure Services – Public Works
Corporate Services – Legislative Services

RECOMMENDATIONS

THAT Community Services – Economic Development, Community Services – Recreation and Culture, Development and Infrastructure Services – Public Works and Corporate Services – Legislative Services Joint Report # 2016 – 10 dated March 2, 2016 regarding the Town of Newmarket Food Truck Program be received and the following recommendation(s) be adopted:

- 1. THAT effective in 2016, the Town issue an annual Request for Proposals for annual licenses for up to two food trucks at Fairy Lake Parking Lot #1 and up to two food trucks along Cane Parkway adjacent to Fairy Lake Park (see Attachment A and B for specific locations);**
- 2. AND THAT in follow up to his February 1, 2016 Committee of the Whole deputation, Mr. Andrew Tedford - Wickedly Sinful Truck Eats and Sweets be informed of Council direction with respect to this report.**

BACKGROUND

The purpose of this report is to follow up on transitioning the ongoing food truck pilot project to an annual, ongoing program. This report also responds to a deputation at the February 1, 2016 Committee of the Whole regarding the food truck pilot project and new refreshment vehicle by-law recommendations where Council directed staff to report back within a 60 – 90 day window.

COMMENTS

In 2013, the Town launched a pilot project specific to food trucks. This pilot involved designated Town spaces at specific locations on specific days being available for the successful bidder(s). One gourmet food truck participated in the pilot project and his feedback was presented at his recent deputation.

It was determined through this pilot project that the concept of food trucks was well received by the community; however, both staff and the owner of the food truck participating in the pilot project agree that the nomadic locations were problematic to providing a consistent service to patrons. It was determined that most locations piloted were not popular locations and that the location at Riverwalk Commons was the most successful spot.

Staff takes from that that identifying high profile spaces where the public actively uses in large numbers throughout the week and on weekends presents the best scenario for a successful operation for food truck operators, enables a consistency of location/time/service and positively augments a passive park experience for residents and trail users.

The participating food truck in the pilot program felt that Riverwalk Commons would be the optimum space for a permanent location. This is not possible as the Refreshment Vehicle Bylaw 2009 – 55 section 4.1(5) states, *“Every owner licensed under this By-law shall not operate a Refreshment Vehicle on Main Street from Water Street to Millard Avenue and from a point immediately west of the railroad tracks on Water Street to one hundred (100) metres east of Main Street at any time”*. Staff supports the current wording of the by-law and do not recommend any revisions at this time to permit a regular, ongoing food truck with this geographic area (which includes Riverwalk Commons).

It should be noted that an exception is for the Farmers Market as there is a section within the bylaw that states, *“11.1 A Farmers Market is exempt from obtaining an Owner’s or Operator’s Refreshment Vehicle license where products that are grown, raised or produced on a farm and intended for use as food and include, without being restricted to, fruits and vegetables, mushrooms, meat and meat products, dairy products, honey products, maple products, fish, grains and seeds and grain and seed products, at which the majority of the persons operating the stalls or other food premises are producers of farm products who are primarily selling or offering for sale their own products”*. Again, staff supports the current wording of the by-law and do not recommend any revisions at this time.

The rationale for recommending two food trucks in two different locations (Fairy Lake Parking Lot #1 and along Cane Parkway adjacent to Fairy Lake Park) is rooted in the premise that this mini-cluster approach enables a wider attraction (draw) and variety to patrons. There are space considerations in both recommended locations that result in limiting it to up to two trucks as well as being sensitive to the balance of Fairy Lake being a passive park/trail while offering some level of enhanced services to park and trail users. In addition, at both locations recommended there is parking available in the event people were to drive to the destination to enjoy a food truck dining experience in a park setting.

Staff are currently investigating enhancements to the Fairy Lake Parking Lot #1 including creating additional parking spaces in collaboration with the LSRCA on their lands. This initiative will be reported out separately; however, it is important to note that this area will be undergoing renovations that will include a multi-use hard-surface pad immediately adjacent to Parking Lot #1 that can be used as the designated location for food trucks or other uses. Please see Attachment A for location of the pad. The two spaces along Cane Parkway (east side) will be marked as designated spaces for the up to two food trucks. Please see Attachment B.

Details related to the annual permitting process will be studied in advance of issuing a call for proposals. Specific to community special events that occur in the area where the trucks are to be permitted, the approach will likely take the form of an annual, 7 day a week permit (with any specific weekend exceptions listed up front based following consultation with existing, large community event organizers). Prior to issuing the Request for Proposals, this approach will be reviewed further by staff and vetted against research of municipal best practices.

In addition to the food truck pilot project, Mr. Tedford's deputation referenced suggested enhancements to the Town's refreshment vehicle regulatory by-law. These matters will be addressed separately as part of an overview review of housekeeping amendments to various regulatory by-laws by the Legislative Services Department; details of which will be provided in an information report to Council to be distributed in Q2, 2016.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

This report links with several of Newmarket's Council strategic priorities including:

Economic Development – supporting innovative projects and partnerships with various sectors

Enhanced Recreational Opportunities – supporting community and neighbourhood projects.

The recommendations in this report also support the links to the Town's Strategic Plan:

Well-Equipped and Managed

- Fiscal responsibility
- Small town feel with city amenities
- Service excellence

Well-Respected

- Being tradition – based and forward - looking

CONSULTATION

The annual permit locations recommended in this report fall outside the designated business improvement area (BIA). Staff will monitor public feedback each year prior to issuing a request for proposals for the subsequent year.

HUMAN RESOURCE CONSIDERATIONS

Staffing levels are not impacted as a result of the recommendations in this report.

BUDGET IMPACT

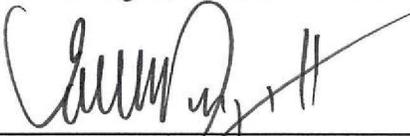
In accordance with delegated authority and current practice for introducing a new Recreation and Culture fee and in consultation with the Treasurer, staff will research municipal rates and best practices associated with annual permitting of food trucks operating on municipal lands. Rates will be in place effective for an annual permit to take effect this spring. Revenues would be included within the 2016 operating budget results.

CONTACT

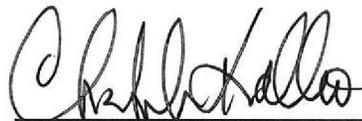
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Director of Public Works Services



Mike Mayes
Acting Commissioner of Corporate Services



Andrew Brouwer
Director of Legislative Services



Colin Service
Director, Recreation and Culture

Proposed
Food Truck
Location

TO
WATER ST



Fairy Lake

LANEWAY

COTTER ST

SECOND ST

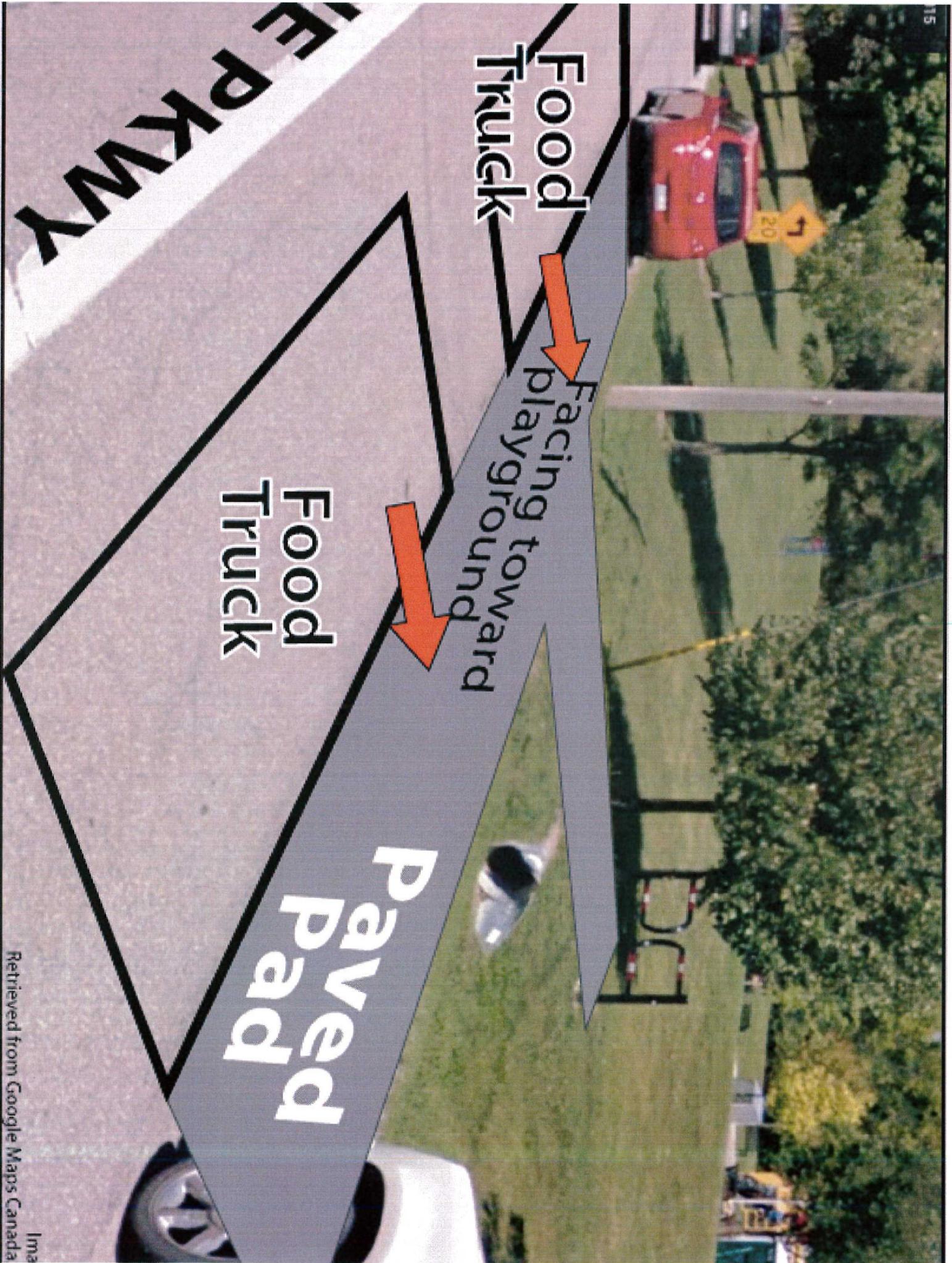


Newmarket

DISCLAIMER: While every effort has been made to accurately depict the information, data/mapping errors may exist. This map has been produced for illustrative purposes only.

Source: 2015 Colour Ortho Imagery - First Base Solutions Inc., 2015 Orthophotography

Image not to scale. Printed: March 9, 2016.



Food Truck

Facing toward playground

Food Truck

Paved Pad

THE PARKWAY