



**CITY OF ALEXANDRIA**

# Arlandria-Chirilagua Mount Vernon Avenue Vending Pilot Program

City Council | February 11, 2025



# Agenda



**1 Background**

**2 Findings**

**3 Proposed Pilot**

**4 Outreach**

**5 Considerations**

**6 Recommendation**



# Summary

▶ **Request:**

- Consider a pilot program to allow street vending in the 3800 block of Mount Vernon Avenue

▶ **Council Action:**

- Introduce the ordinance and pass on first reading
- Set the ordinance for public hearing and final passage

▶ **Key Elements of the Proposal:**

- Temporarily allows 5 on-street vending spaces in the 3800 Block of Mount Vernon Avenue
- Permitted sale items include whole produce, small non-food items
- Applicants required to obtain a Peddler's License and Liability Insurance
- Consistent with the Arlandria-Chirilagua Small Area Plan





# Findings

## Program as originally envisioned

- ▶ Vendors would operate food/non-food stands in public right-of-way

## City Parklet Program

- ▶ Allows brick-and-mortar retailers and restaurants to use sidewalks and parking spaces for vending;
- ▶ Does not specifically allow vendors without an adjacent brick-and-mortar location to sell in the public right-of-way.

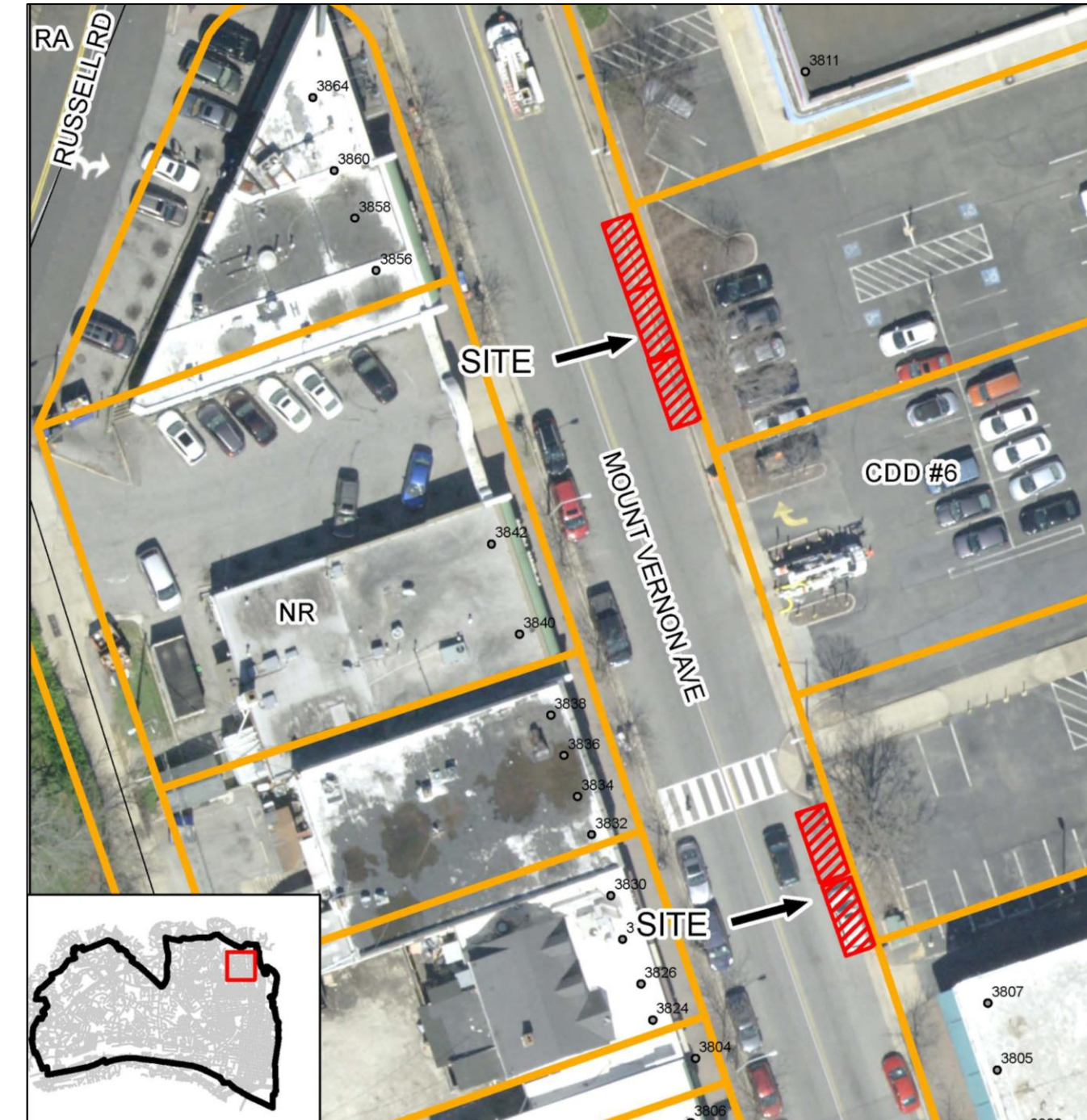
## Virginia Department of Health

- ▶ Regulations preclude a legal pathway for vendors to operate as envisioned
- ▶ VDH options for permitting the sale of prepared food do not include street vending



# Proposed Six-Month Pilot Program

- ▶ Allows on-street vending in **designated spaces** along the 3800 block of Mount Vernon Avenue
- ▶ **Removes sidewalk obstructions and maintains access** to nearby brick-and-mortar businesses
- ▶ **Vending is limited** to whole produce and small-scale non-food items
- ▶ Vendors must obtain necessary **permits and comply** with health and safety requirements
- ▶ Pilot includes **dedicated program manager** as a resource to vendors and surrounding business community; **interdepartmental approach** ensures compliance



Aerial View of the 3800 block of Mount Vernon Avenue



# Outreach

Spring 2024 -  
Current

- ▶ Staff engaged with existing vendors and more than 20 nearby brick-and-mortar businesses and organizations on multiple occasions
- ▶ 2 vendors to date have expressed interest in participating
- ▶ Majority of surrounding businesses support allowing vendors to continue, provided they relocate from the sidewalk
- ▶ 4 businesses expressed concerns, particularly with the pilot's implementation and vendor compliance

**Staff continues to engage with the community and address questions and concerns**



# Considerations

- ▶ The pilot program will both provide a legal option for vending and also actively address the impacts that unmanaged vending have caused.
  
- ▶ Ordinance approves the temporary designation of the on-street spaces for the pilot period
  - Permanent designation requires a new ordinance
  - There will be a net increase in on-street parking spaces, due to the adding of two spaces within the same block.



# Recommendation

- ▶ Introduce and pass on first reading the ordinance approving and authorizing the temporary designation of on-street parking spaces in the 3800 Block of Mount Vernon Avenue for vending; and
- ▶ Set the ordinance for public hearing and final passage on Saturday, February 22, 2025