TAPA Conference
The Food Truck Phenomena
Friday, October 4
2:00 – 3:30 pm

Alexis Jackson, AICP
City of Farmers Branch
Food Trucks
Farmers Branch Overview
Farmers Branch Trucks

1. Catering Vehicle (cold truck)
2. Mobile Food Preparation Vehicle (hot truck)
Farmers Branch Trucks

3. Food Vendor Pushcarts
4. Seasonal Snow Cone
Catering Vehicle (Cold Trucks)

- Sometimes known as a “roach coach”
- Mainly serve prepackaged foods and drinks
- Staple of construction sites
MFPV (Hot Trucks)

- Sometimes known as simply a food truck or gourmet truck
- Mini restaurants on wheels
- A lot of the trucks focus on one or two specialty menu items
- Becoming increasingly popular and trendy in some urban areas
## City Ordinance Comparisons

<table>
<thead>
<tr>
<th>City</th>
<th>Food Trucks Allowed</th>
<th>Locations</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coppell</td>
<td>Yes</td>
<td>No specific location</td>
<td>$300 for 6 month permit</td>
</tr>
<tr>
<td>Plano</td>
<td>Yes</td>
<td>No specific location</td>
<td>$300 annual</td>
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<tr>
<td>Addison</td>
<td>Yes</td>
<td>Vitruvian Park only; some special events at Addison circle</td>
<td>$75 annual</td>
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<tr>
<td>Garland</td>
<td>Yes</td>
<td>Temp permit allows any location</td>
<td>$400 annual</td>
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<tr>
<td>Frisco</td>
<td>Yes</td>
<td>Temp permit allows any location</td>
<td>$300 annual</td>
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<tr>
<td>Richardson</td>
<td>Yes</td>
<td>Not longer than 15 mins at one location</td>
<td>$350 annual</td>
</tr>
<tr>
<td>McKinney</td>
<td>Yes</td>
<td>Temp permit allows any location</td>
<td>Mobile food vendor $500</td>
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<td></td>
<td></td>
<td>Hot truck (prepackaged only)</td>
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<tr>
<td>Ft Worth</td>
<td>Yes</td>
<td>Food truck park, permanent location, holds up to 18 trucks</td>
<td>$300 annual</td>
</tr>
<tr>
<td>Dallas</td>
<td>Yes</td>
<td>Hot trucks only allowed on comm zoned. Also temp permits issued</td>
<td>$315 permit</td>
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<td></td>
<td></td>
<td></td>
<td>$150 inspection</td>
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Goal

• In order to invite these specialty hot trucks to our city we needed to revise our code.
Phase 1

• The existing food truck ordinance allows some types of food trucks, but with limitations.
• The limitations include; trucks cannot stop on unimproved property, trucks are only allowed to stop a maximum of 30 minutes, and they must provide a schedule of all stops.
Revisions to Ordinance

- Mobile food preparation vehicle (hot/food truck) – a mobile food establishment upon which ready-to-eat food is cooked wrapped, and packaged processed or portioned for service, sale or distribution from trucks or trailers.
Revisions to Ordinance

• **Mobile food preparation vehicle (hot/food truck)** – a food establishment upon which food is cooked and packaged for service, sale or distribution from trucks or trailers.
Revisions to Ordinance

- Amend the ordinance to allow hot trucks at City sponsored events on City owned property.
Summary of Revisions

• Change the definition of hot trucks to provide more flexibility.

• Add language to allow hot trucks to participate in City sponsored events on City owned property.
Special Events

• Our first event with food trucks, “Date Night in the Park”, April 20

• Stats from Date Night:
  - 500 people
  - Food Trucks made $4984.24 (City kept $553.14)

• Tour of Lights Kick Off Event, November 30, 2013
Fee Structure

- Food Trucks operating as for-profit entities shall pay the City a percentage (between 10% and 30%) of their Net Sales Revenues from food and beverage sales at Special Events.
Phase 2

• Based on the feedback from Phase 1, there may be a Phase 2.
• Which would allow food trucks not just on City-owned property but other designated geographic areas.