



MOBILE FOOD TRUCK FRANCHISES

If you are interested in operating a food truck in any of the blue areas indicated on the City's Mobile Food Truck Operating Areas map* and you have already received a City-issued Mobile Food Truck Permit and Occupational License as directed in the Mobile Food Truck Permit and License Guide, you must apply for and be granted a City-issued Mobile Food Truck Franchise from the New Orleans City Council. This guide will help you understand how to apply, and if you are approved, what general requirements you will need to follow.

**The referenced map is for guidance purposes only. The City shall provide an applicant the specific type of application (Permit or Franchise) for a specific area.*

PREREQUISITES FOR APPLICATION:

The Mobile Food Truck Franchise Application process begins with the City's One Stop for licenses and permits, which is located on the 7th floor of City Hall (1300 Perdido Street).

Along with a completed application, on forms provided by the City, you must also provide:

- A copy of your valid Mobile Food Truck Permit;
- A copy of your valid Occupational License; and
- An application fee of \$175.00.

No application for a Mobile Food Truck Franchise shall be processed until a copy of your Mobile Food Truck Permit and Occupational License are received. No applicant is guaranteed a Franchise.

Any driver of a mobile food truck must possess a valid Louisiana Driver's license, as required by State law, and any driver and/or employee of a mobile food truck must possess a City-issued employee I.D. card.

APPLICATION PROCESS FOR A MOBILE FOOD TRUCK FRANCHISE

- **Mobile Food Truck Franchise applications are available as of January 1st, 2014. There are no limits on the number of Franchise applications.**
- Once you have submitted your application to One Stop Shop, **the City will perform a traffic study to evaluate a Franchise applicant's desired location and communicate its findings and recommendations to the City Council.** The City Council will then review this study to determine if the Franchise location will be granted, and begin the process of creating an ordinance and holding a public hearing.
- **10 days prior to the City Council's public hearing an applicant must post a city-issued notice** at their desired location to inform the public of the pending request and the public hearing.
- If the City Council approves the Franchise request, the City Council will vote on an ordinance codifying your approved location, times, and operating parameters.
 - In order to vote on an ordinance, it must first be put on the Council's calendar, at the discretion of the Council, and introduced at a regular Council Meeting (1st and 3rd Thursdays, subject to change).
 - **At least 20 calendar days must pass from the day after the introduction** before voting at another regular Council meeting
 - If the ordinance is passed by a majority vote of the Council present at the regular meeting; the Mayor has up to 10 calendar days to sign the ordinance, veto it, or take no action, which results in the ordinance passing.
 - References to the above legal requirements can be found in the City Charter, Sec. 3-112 to 3-113. Expect a minimum period of 45 days for voting and possible approval of a franchise **after** it has been advertised and placed on the calendar for introduction; but be aware that the Council has

discretion in timing of ordinance introductions.

OPERATING RULES AND REGULATIONS FOR A MOBILE FOOD TRUCK FRANCHISE

- **There will be an annual Franchise fee for operating at a Franchise location due to the City.** The amount will be determined by the City Council in the Franchise ordinance. The amount is based on factors including the location and operating times.
- If a Franchise location is granted by the City Council, a mobile food truck can operate at the approved location, **only** during the approved days/times, and in the manner provided by the City Council.
- A Franchise holder must display and affix to the front windshield in the lower corner on the passenger side the Franchise credential provided by the City.
- Vendors must obey all applicable parking, traffic, and vehicle safety laws, regulations, and restrictions.
- **Trucks may only sell food;** no other goods, wares, or other items may be sold.
- **Mobile food trucks shall not operate:**
 - Within 20 feet of any intersection;
 - Within 20 feet of any stop sign, flashing beacon, yield sign, or other traffic control signal located on the side of a roadway;
 - Within 3 feet of any public or private driveway, wheelchair ramp or bicycle ramp;
 - In any manner that impedes an exit or entrance of an operating building.
- **No vendor may sell alcoholic beverages,** controlled substances, or any other illegal item
- **No furniture** or any other objects can be placed in the street, sidewalk, or any right-of-way, except a trash receptacle.
- **All vendors must provide a trash receptacle** within three feet of the front or back of the truck on a public street.
- **All vendors must keep a 50 foot radius around the truck clean** during operation and upon ceasing operation.
- **No horns, amplification systems, or other sound-producing devices or music systems** which can be heard outside of the truck may be used.
- **No third party advertising** may be displayed on any mobile food truck.
- Franchises are **prohibited:**
 - In the Vieux Carre, bounded by: Iberville Street, the Northbound side of North Rampart Street, Esplanade Avenue and the Mississippi River;
 - The entirety of the Faubourg Marigny, bounded by Esplanade Ave., N. Rampart St., up to but not including both sides of Elysian Fields Ave., and the Mississippi River;
 - During the Mardi Gras Season in the locations governed by sections 34-34 et. seq.;
 - During the Annual New Orleans Jazz and Heritage Festival Season within the area bounded by Florida Avenue on the north, North Broad Avenue on the east, Esplanade Avenue on the south, and Bayou St. John on the west (excluding the portion of that area contained within the exterior boundaries of the New Orleans Fair Grounds Racetrack) commencing at 7:00 a.m. on the first day of live music performances and continuing through and until 11:59 p.m. on the concluding day of live music performances;
 - In a clean zone as authorized by an ordinance adopted by the Council; and
 - When the City requires the use of its public right-of-way to facilitate projects or events within the

MOBILE FOOD TRUCK FRANCHISE APPLICATION PROCESS SUMMARY:

