



The Pedestrian Pod

A proposal to the City of St. John's for the inclusion
of a mobile vendor area inside the Downtown
Pedestrian Mall

March 12, 2021

His Worship Mayor Danny Breen and the City of St.
John's Council;

The Mobile Vendors Association of Newfoundland
(MVAN) are seeking their inclusion in the Downtown
Pedestrian Mall this summer. We are proposing a
Pedestrian Pod of four additional mobile vending spaces
in the vicinity of McBrides Hill and Ayres Cove. These
sites would be a mix of retail and food businesses. We
appreciate the support of Brick and Mortar businesses in
the Downtown area. Please see the attached names from
businesses that support the proposal.

We eagerly await a response, and we look forward to
working together collaboratively in the future.

In Partnership,

Allyson Howse

Chair of MVAN, on behalf of the Mobile Vendors
Association of Newfoundland

March 12, 2021

His Worship Mayor Danny Breen and the City of
St. John's Council;

The Mobile Vendors Association of Newfoundland (MVAN) is proposing that the City of St. John's permit four new mobile vending sites inside the footprint of the Downtown Pedestrian Mall. Specifically, we are proposing two options for consideration on Water Street near McBrides Hill and Ayres Cove.

While we sincerely appreciate the inclusion of one space in the current Downtown Pedestrian Mall proposal, to be managed by MVAN, we feel that the project can easily support four spaces. We have received expressions of interest from a multitude of vendors who are eager to have the opportunity to participate. We feel that one space would not adequately meet the needs of our members, and would leave too many vendors out of the gainful project.

We propose a "Pedestrian Pod", one block of Water Street (see appendix 1 for two placement options) with four mobile vending units (not including the existing mobile vending site in front of Scotia Bank). These four sites would be available to MVAN for the duration of the Downtown Pedestrian Mall (July and August). We are proposing to operate in the area of Atlantic Place near McBrides Hill and Ayers Cove. Mobile vendors in this area will address a number of critiques from last year's Pilot Project, without negatively affecting any business in the area. Some of these issues include; overflow when restaurants are at capacity, long wait times for customers, the demand for quick food options, and the vacant space inside the mall referred to as "dead space" in the 2021 proposal. We were inspired by food truck pods in Portland(see appendix 2).

MVAN has the capacity to organize and facilitate the Pedestrian Pod in collaboration with our members and we will require very little from the City of St. John's. We operate safe, clean and efficient self-contained mobile vending units. We will follow all applicable City of St. John's by-laws and regulations. We are happy to consult with the businesses in the proposed Pedestrian Pod area and to ensure that we address any concerns that they may have.

We know that multiple stakeholders have asked for our inclusion in the proposal. Our addition will add excitement and variety to an already incredible project. We have garnered a lot of support from brick and mortar establishments inside the footprint in a very short amount of time (see appendix 3).

It is our position that once we receive approval from the City of St. John's, we will address any concerns or potential issues with City Council before the mall opens. As an industry, and as individual businesses, we are able to quickly adapt and pivot. We are confident that we can work with the city of St. John's, our members and local brick and mortar establishments to ensure everyone's success in this project.

In Partnership,

Allyson Howse
Chair of MVAN

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Mobile Vendors Association of Newfoundland

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mobilevendorsnl.org



APPENDIX 1



Option 1; two 30 foot vending spaces near Atlantic Place, and two 30 foot vending spaces across Water Street, near the Bank of Montreal and the Royal Bank of Canada.



Option 2; two 30 foot vending spaces near Atlantic Place, and two 30 foot vending spaces behind Ziggy Peelgood's at Scotia Bank.



*Two more spaces which would be adequate:
In front of The NLCU and nearby large vacant buildings.

APPENDIX 2

Portland, Oregon is an excellent example of a City with thriving restaurant and food truck industries. Portland has over 200 food trucks and a population of 645,291. In Portland, food carts assemble in pods in multiple areas throughout the City.

<https://www.travelportland.com/culture/food-cart-pods/>



APPENDIX 3

Establishments who have signed our letter in support of the Pedestrian Pod Proposal this week.

1. Blue on Water
2. Rocket Bakery
3. Bernard Stanley Gastropub
4. Freak Lunchbox
5. Cojones Restaurante Inc.
6. Global Eats, operated by the Association for New Canadians



Cojones Restaurante Inc.

195 Water Street | St John's | NL | A1C 1B4 Tel: 709.754.8226 Email: info@cojones.ca

March 07, 2021

To whom it may concern,

On behalf of Cojones tacos & tequila I would like to express that we are in full agreement with more than one mobile vendor being permitted within the confines of the pedestrian mall. We feel the addition of more mobile vendors would add flare to the pedestrian mall concept while catering to a different clientele than brick and mortar restaurants and help fill the void in the banking area.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Lorne Loder', is written over a light blue horizontal line.

Lorne Loder
Co-owner/ Operator
Cojones Restaurante Inc.