

DECISION/DIRECTION NOTE

Title: Mobile Vending at various locations throughout the City

Date Prepared: June 30, 2025

Report To: Regular Meeting of Council

Councillor and Role: Councillor Sandy Hickman, Engineering and Regulatory Services

Ward: N/A

Decision/Direction Required: To seek Council's approval for a new mobile vending operation via bicycle cart by Protein Cravery, a startup offering a healthier alternative to traditional ice cream.

Discussion – Background and Current Status: The Regulatory Services Division has received a request from a new mobile vending company to vend via a bicycle cart. The company, Protein Cravery, specializes in offering a healthier alternative to traditional ice cream, catering to an increasing demand for nutritious, on-the-go snack options.

The vendor seeks to operate across multiple downtown and park locations in residential areas and city-owned property

Some of the proposed locations are as follows.

- Bannerman Park
- Quidi Vidi
- Rennie's Mill River Trail
- Bowring Park
- Signal Hill
- Harbourside Park
- Pippy Park
- 208 Gower Street (Spirit of Newfoundland)

Due to the compact size and mobility of the bicycle cart, interference with pedestrian or vehicular traffic is expected to be negligible.

Key Considerations/Implications:

ST. JOHN'S

1. Budget/Financial Implications: N/A

2. Partners or Other Stakeholders:

3. Is this a New Plan or Strategy: No

If yes, are there recommendations or actions that require progress reporting?

If yes, how will progress be reported? (e.g.: through the strategic plan, through Cascade, annual update to Council, etc.)

4. Alignment with Strategic Directions: N/A

Choose an item.

Choose an item.

5. Alignment with Adopted Plans: N/A

6. Accessibility and Inclusion: N/A

7. Legal or Policy Implications: Council has the authority under section 7(2) of the Mobile Vending Bylaw to approve the proposal, which states.

7(2) Unless specifically permitted by Council a mobile vending unit shall not operate:

(a) in public parks and public open spaces;

(b) in areas which are zoned residential, institutional or open space;

(c) on New Gower Street within 100 metres of Mile One Stadium and the St. John's Convention Centre;

(d) on Duckworth Street and Water Street within 100 metres of the War Memorial;

(e) within 100 metres of any grade school; or

8. Privacy Implications: N/A

9. Engagement and Communications Considerations: N/A

10. Human Resource Implications: N/A

11. Procurement Implications: N/A

12. Information Technology Implications: N/A

13. Other Implications: N/A

Recommendation:

That Council approve the mobile vending proposal as described.

Prepared by:

Randy Carew, CET, Manager, Regulatory Services

Signature: _____

Approved by:

Jason Sinyard, P. Eng., MBA, Deputy City Manager, Planning, Engineering & Regulatory Services

Signature: _____

Report Approval Details

Document Title:	Mobile Vending - Various Locations.docx
Attachments:	
Final Approval Date:	Jul 2, 2025

This report and all of its attachments were approved and signed as outlined below:

Jason Sinyard - Jul 2, 2025 - 10:28 AM