

City of Reedley

Community Services Department
100 N. East Avenue
Reedley, CA 93654
(559) 637-4203
FAX (559) 637-7253

March 7, 2013

REQUEST FOR PROPOSAL

For Professional Mobile Food Vendors to Lease Space at Cricket Hollow and Reedley Beach Park Sites (by the river)

We would like you to submit a proposal to lease space at the Cricket Hollow and Reedley Beach Park Sites for food vending purposes. This space will be available from May through October each year. Two parcels will be available, 1 at Cricket Hollow and 1 at Reedley Beach.

If your business is interested in being considered to lease one of these available sites, your proposal must be submitted to the Community Services Director at 100 N. East Avenue, Reedley, CA 93654. Please label your sealed envelope "Cricket Hollow/Reedley Beach Food Vendors."

I have included an attachment on the City of Reedley's Fixed Vending Establishment policy to help answer any questions you may have.

Deadline for submittal of proposal shall be 2:00 p.m., Friday, April 19, 2013.

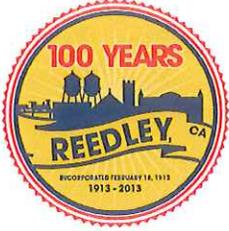
Please direct all questions concerning this Request for Proposal to Joel Glick, Community Services Director at 559-637-4203.

We appreciate your interest in this project and look forward to receiving your proposal.

Sincerely,

A handwritten signature in blue ink that reads "Joel Glick".

Joel Glick
Community Services Director



REQUEST FOR PROPOSAL (RFP)

FOR PROFESSIONAL MOBILE FOOD VENDORS TO LEASE SPACE AT CRICKET HOLLOW AND REEDLEY BEACH PARK SITES (BY THE RIVER)

INTRODUCTION

The City of Reedley is seeking mobile food vendors to lease space at our river park sites. These spaces will be available during the peak season at the river. Through the months of May through October we have hundreds of people enjoy these river parks. We would like to add the convenience of food vendors to attract more people into Reedley and our river park areas. This will benefit both parties – the City and the vendor. Vendor will have an opportunity to submit a monthly or seasonal proposal. The city will designate 2 sites available. The site map of the available locations is attached to this RFP.

VENDOR REQUIREMENTS

- Vendors are only allowed to sell food and non-alcoholic drinks in their designated location.
- Vendors must have a current Fresno County Health Department Certificate and have it displayed for the public to see.
- Vendors must abide by Fresno County Health Department's Safe Food Handlers Guidelines.
- Vendors must have a current City of Reedley Mobile Business License.
- Vendors must have current liability insurance (see Insurance Requirements attachment for specific requirements)
- Trash generated by vendor or customers must be disposed of in existing bins located at the river parks.
- No loud music allowed.
- Operational hours: Sun up to Sun down.
- If a special event is scheduled in the park, vendor will not be allowed to be open (will be notified in advance)
- No gang affiliated signs, clothing, etc. allowed.
- No obscene displays.

SCOPE OF WORK

Sites will be minimum of 40 x 40 feet.

Provide food and drinks for people utilizing the river parks

PROPOSAL SUBMITTAL REQUIREMENTS

Proposals no longer than 2 pages will be accepted. Proposals must include:

- Business name
- Contact name and contact information
- Number of years in business
- Description of items to be sold
- Number of employees to be working at one time at this location

- Key personnel of your company who will work on site.
- List of 3 professional reference – include name of business or individual and phone number
- Monthly/Seasonal rent proposed (no less than \$250/month)
- List of equipment to be located on site (tables, chairs, awning, vehicle, etc.)
- Provide at least 3 pictures of your vehicle/trailer and proposed set up.

Proposals shall be transmitted with a cover letter that must be signed by an official party authorized to bind the proposer contractually and contain a statement that the proposals are firm offers for a 30 day period. The letter accompanying the proposal shall also provide the following: name, title, address and telephone number of individuals with the authority to negotiate and contractually bind the company. An unsigned proposal or one signed by an individual not authorized to bind the proposer may be rejected.

The City of Reedley hereby notifies all proposers that the City will affirmatively insure that in any contract entered into pursuant to this advertisement, Disadvantaged Business Enterprise (DBE), Minority Business Enterprise, and Women-Owned Business Enterprise will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, religious creed, sex, or national origin in consideration for an award.

SELECTION PROCESS

A. Proposal Review

Each proposal will be reviewed to determine if it meets the proposal requirements contained in the “Proposal Submittal Requirements” of this RFP. Failure to meet the requirements for the Request for Proposal may be cause for rejection of the proposal.

City may reject any proposal if it is conditional, incomplete, or contains irregularities. City may waive an immaterial deviation in a proposal. No proposal that contains an offer of less than \$250/month will be considered. Waiver of an immaterial deviation shall in no way modify the Request for Proposal documents or excuse the proposer from full compliance with the contract requirements if the proposer is awarded the contract.

B. Vendor Selection

The Community Services Director will evaluate the proposals and determine the rank order of the proposals. There will no oral interviews – selection will be announced within 10 days of the proposal deadline. Each proposal will be considered individually to determine the fee.

INQUIRIES ON RFP

Please direct questions concerning this RFP to Joel Glick, Community Services Director, 100 N. East Avenue, Reedley, CA 93654 or 559-637-4203.



Fixed Vending Establishment

Community Development Department
1733 Ninth Street
Reedley, California 93654
Call (559) 637-4200
or visit www.reedley.ca.gov for information

Policy and Procedure No.

CD-012

Target Audience: General public, private business, architects, contractors, Community Development staff, Planning Commission and City Council.

Purpose: To better serve our customers, the Community Development Department has crafted this general food service policy and procedure to promote the health, safety, comfort, convenience, prosperity, and general welfare for the citizenry of Reedley by requiring that new fixed vending establishments provide food service to residents and customers with a high level of cleanliness, quality and safety.

It is also the intent of this policy and procedure to promote quality, clarity and consistency in applying the requirements and guidelines for the acceptance, processing and approval of these applications, in relationship to established restaurant businesses.

Policy:

A. GENERAL REQUIRMENTS

1. A "fixed vending establishment" shall consist of not less than two mobile vendors at any given time on private property. The subject property must be located within a specified commercial or industrial zone district, as designated by the City of Reedley, Municipal Code.
2. A fixed vending establishment shall not be located within 100 feet of an established restaurant business during the establishment's hours of operation. The 100 feet shall be measured from the closest point of the building of the food establishment to the fixed vending establishment.
3. Hours of operation shall be limited from 7:00 a.m. to 10:00 p.m. when the fixed vending establishments is within three hundred (300') feet of a residential building. The site must be cleared of patrons within one hour of closure.
4. Vendors may only transact business with written permission from the property owner to use this site. A copy of the written permission to operate in a specific location signed by the private property owner shall be kept within the vending unit at all times.
5. A fixed vending establishment and vendors must comply with California Health and Safety Code and the County of Fresno Department of Public Health requirements.
6. No alcoholic beverages may be served or consumed within the establishment at any time.
7. All vending units shall be kept in a clean and sanitary condition.
8. Drivers of vending units must have a current California driver's license, current auto insurance (including liability) and current vehicle registration.

9. A proposed fixed vending establishment facility must comply with all applicable City of Reedley, American Disabilities Act (ADA) and California Building Code requirements.
10. Mobile vendors shall not interfere or impair with the safe and convenient passage of pedestrians, obstruct any pedestrian walkway or reduce its clear width, handicapped loading zone, directly in front of an approach (property entryway), or pose a hazard to public safety.
11. Mobile vendors shall not interfere with the circulation or parking of vehicles in the required parking area of any existing site.
12. No vending unit shall have a drive-through.
13. The vending unit will be subject to inspection upon permit application through the County of Fresno Environmental Health Department, Community Development Department and Reedley Police & Fire Departments, and may be subject to random inspection and upon reissuance of the permit.
14. If, at any time, a vendor's license/permit is revoked or suspended by the County of Fresno, the vendor shall immediately cease all operations at the prescribed location until the permit is reinstated.
15. The conditional use permit authorizing the establishment may be revoked or suspended upon failure of a vendor to maintain the appropriate permits issued by the Fresno County Department of Public Health or failure to adhere to requirements of the City of Reedley Municipal Code. Revocation proceedings shall be initiated in accordance with Section 10-18-14 of the Reedley Municipal code.
16. Each fixed vendor must obtain and keep current a City of Reedley Business License.

B. LOCATION (SITE) REQUIREMENTS

1. The minimum lot size shall measure 11,000 square feet.
2. Applicant shall submit to the Community Development Department for approval, proposed surface materials and evidence of compaction at a rate necessary to support emergency vehicles.
3. For each vendor there shall be a designated pad measuring ten feet (10') by twenty-two feet (22'). A location pad for each vendor must be identified on the site plan.
4. Each vending unit must be located ten feet (10') from the back of sidewalk and five feet (5') from any adjacent property line.
5. The applicant must demonstrate that there is sufficient access, parking and maneuvering space available at the site on which the vending unit will operate.
6. A five-foot (5') clear space can be maintained around all sides of each vending unit.
7. Applicant is required to provide one lavatory for each proposed vending unit. The applicant will also be required to ensure regular service of each lavatory.

8. Mobile vendors shall provide a sufficient number of covered trash receptacles to hold materials discarded by its customers and the vendor shall empty the receptacles as necessary.
9. The fixed vending establishment shall construct a three-bin trash enclosure, in accordance with the City of Reedley, Standard Drawings, ST-13A (Trash Bin Enclosure) & ST-B (Trash Bin Enclosure Gate Details).
10. Any power required for the vending unit shall be self-contained and shall not draw its power from the off-site or public right-of-way. No power cable or equipment shall be extended at grade or overhead across any public street, alley or sidewalk.

C. SIGNAGE AND MUSIC

1. Each vending unit must prominently display the name and address of the owner.
2. External signage is not permissible.
3. Handbills in or upon the vending unit, or distributed off-site are permissible.
4. Off-site advertising shall not be displayed in or upon any vending unit (fair, carnival, circus, festival, special event, or civic event).
5. Any proposed music for the outdoor dining facility may be piped-in from a single source and be consistent with established General Plan, Noise Element. No live, amplified or music played by a DJ is permissible.
6. The fixed vending establishment shall provide a venue free from excessive noise. Individual vending units shall not broadcast any music.
7. No mobile food vehicle vendor shall use or maintain any outside sound amplifying equipment, lights, or noisemakers, such as bells, horns, or whistles.
8. Vending units may not utilize strobe lights or other similar devices aimed at directing attention to the mobile vending business which is strictly prohibited.

D. DESIGN GUIDELINES

1. Tables and chairs shall be removable unless otherwise approved by the Community Development Department Director.
2. Space heaters and/or heat lanterns may be provided so long as the use and operation of any such heater is in compliance with all applicable building and fire codes and does not present a threat to the health, safety, and welfare of the public.
3. Umbrellas shall be removable and spaced appropriately to provide for adequate pedestrian access. The umbrella must be made from approved fire retardant material.
4. A No Smoking sign must be posted next to the order window or area.

E. DISQUALIFYING CRIMINAL CONVICTIONS

1. A vending unit operator operating under this policy shall be denied or revoked when any applicant or operator has received a disqualifying criminal conviction at any time during the five years immediately preceding the application and/or has been imprisoned at any time during said periods for a disqualifying criminal conviction, provided that said conviction was an offense which is rationally construed as a potential opportunity for similar illegal behavior through operating a vending unit.

Definitions:

1. A "fixed vending establishment" shall consist of not less than two non-fixed (mobile) vendors operating simultaneously on private property. The subject property must be located within the specified commercial or industrial zone districts, as designated by the City of Reedley, Community Development Department.
2. "Restaurant" a brick and mortar establishment where meals are generally served and eaten on premises; prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with a running tab.
3. "Vending Unit" is a commercially manufactured, motorized mobile self-contained food unit in which ready-to-eat food is cooked, wrapped, packaged, processed, or portioned for service, sale or distribution.
4. "Vendor" is the owner agent/operator of the vending unit.

Procedures Guidelines:

- A. Applicants proposing to construct and establish a fixed vending establishment will be subject to these guidelines and must obtain a special permit (conditional use permit) issued through the City of Reedley, Community Development Department.
- B. Submittal of a special permit (conditional use permit) application may cause a review of planning and building permits activity for the subject property to ensure compliance with the Reedley Municipal Code (RMC). An identified planning/building or code violation may require the property owner to make necessary correction prior to the issuance of a special permit.
- C. A complete conditional use permit application must include, but is not limited to:
 1. Operational statement describing the proposed development of the property.
 2. Submit copies of all permits issued through the State of California and/or the County of Fresno that is necessary to operate this type of food service.
 3. Agent Authorization from the land owner permitting said use on private property.
 4. Site Plan drawings are required and shall include all boundaries, structures and features of the subject property, including but not limited to, north arrow, scale, public utility poles and boxes, guy wires, signs, fire hydrants, dimensioning of all parking stalls, loading zone(s), existing and proposed building, labeling of building square footage, trash receptacles and tree wells located within the existing and proposed public rights-of-way, with details as required in the following:

- a. Elevation drawings shall include the vendor pad, proposed barrier, decorative framing, overhead lattice, placement and design features. Depict a color and material schedule.
- b. A floor plan, depicting the location of tables and chairs will be required. This will be used to verify occupancy loading.

D. Each individual project submitted may be subject to environmental review, as required under the California Environmental Quality Act.

E. All required public improvements shall be in accordance with RMC, and constructed in accordance with the City of Reedley, Public Works Department, Engineering Division, Standard Drawings.

Documents Referenced in this Policy/Procedure:

1. Policy Development Proposal, December 20, 2012 – This departmental policy was crafted to provide guidance on how these projects can be developed or conditioned to ensure public health and safety.

This policy if enacted will be for an interim period no longer than six months from the date authorized by the City Manager. At the end of the interim period, the policy statement would be analyzed to determine:

- a. If the policy met the intended goals, if not, no further action would be taken and the policy would sunset;
- b. If the policy met most of the intended goals, the policy could be modified and either granted a time extension or a Code amendment initiated; and
- c. If the policy achieved the intended goals, a Code amendment is initiated.

2. The Reedley Municipal Code, Chapter 2, Zoning Definitions, may be amended to include the above described definitions.

3. The Reedley Municipal Code, Chapter 13, Supplementary Regulations, may be amended to include the above described policy and procedures.

4. The Reedley Municipal Code, Chapter 25, List of Permitted and Conditional Use Matrix, may be amended to include the above described telecommunication facility use.

Review and Responsibility:

1. The Community Development Department is responsible for implementation of this policy through the processing of various special permits (conditional use permit). The Department is also responsible for evaluation, recommendation and future revision of this policy.

2. The Fire Department is being asked for their concurrence because of the potential fire hazards.

3. The Police Department is being asked for their concurrence because of the potential for criminal activities to occur on-site.

3. The Public Works Department is being asked for their concurrence because of the potential for refuse collection, water and sewer service.

Forms (attached): N/A

Department Signature: _____ Dated: _____
Reedley Fire Department

Department Signature: _____ Dated: _____
Reedley Police Department

Department Signature: _____ Dated: _____
Public Works Department

Department Signature: _____ Dated: _____
Community Services Department

City Manager Signature: _____ Dated: _____