

**ROCHELLE CITY COUNCIL
AGENDA ITEM MEMO
REGULAR MEETING**

SUBJECT: Ordinance Amending Chapter 70 – Peddlers, Solicitors, Canvassers and Itinerant Merchants

Staff Contact: Rose Huéramo, City Clerk

Summary: We are proposing that the City Council amend Chapter 70 of the Rochelle Municipal Code to include ice cream trucks and food carts within the existing framework for mobile vendors. Ice cream trucks would fall under the peddlers, solicitors, canvassers, and itinerant merchants provisions, while food carts would be included under Sections 70-154, 70-155, and 70-156, which regulate mobile food vendors. This means food carts would follow the same rules already in place for food trucks and other mobile vendors, including the standards outlined in Section 70-155 and the requirement to operate only at designated mobile food vending sites identified under Section 70-156. These sites are designated by the Community Development Director in consultation with the City Engineer and Superintendent of Streets. Food carts must also follow limits on operating hours, including a prohibition on vending between 10:00 p.m. and 6:00 a.m. in all zoning districts.

Ice cream trucks would continue to follow the standard itinerant merchant licensing process through the City Clerk and would be allowed to play music, consistent with traditional operations, even though Section 70-156 prohibits sound for mobile food vendors. Food carts, however, must comply with all applicable mobile food vendor requirements—such as adherence to traffic and safety laws, size restrictions, prohibited sales, proper trash disposal, and maintaining clean vending areas—while also observing the same operating hour restrictions..

Adding ice cream trucks and food carts to Chapter 70 will help protect public health, this change will also make enforcement more straightforward for staff and ensure that both long-standing and new vendors understand and follow the same set of rules.

Strategic Plan Goal Application: Supporting neighborhood quality of life and promoting consistent treatment of all mobile vendors.

Recommendation: Approve Ordinance Amending Chapter 70 – Peddlers, Solicitors, Canvassers and Itinerant Merchants to include ice cream trucks and food carts.