

November 13, 2012

Mr. Helder Gil
Legislative Affairs Specialist
Department of Consumer and Regulatory Affairs
1100 Fourth Street, SW Room 5164
Washington, D.C. 20024

Dear Mr. Gil,

As a co-owner of the Pleasant Pops food truck and Pleasant Pops Farmhouse Market and Cafe, I appreciate the opportunity to comment on the Third Proposed Rulemaking to Amend Chapter 5 (Vendors) of Title 24 (Public Space and Safety).

I am a DC resident of five years and currently reside in Ward 5. In 2009, my business partner Roger Horowitz and I wanted to open a brick and mortar shop in the Mount Pleasant neighborhood of Ward 1. After evaluating our finances and the capital required to open a store, we decided to work closely with the farmers' market and food truck communities to launch our business. Three years later, because of that opportunity to vend on the streets of DC, we were able to open our first brick and mortar at 1781 Florida Avenue, NW.

Last month we hosted Mayor Gray and Councilmember Graham at our new brick and mortar for a ribbon cutting. I couldn't have been prouder to show what we've built over the past few years. When I spoke with the Mayor, he said, "hey, I remember you. we met at Columbia Heights day at the popsicle cart." That's what all great businesses do - start small and keep the focus. Mobile vendors in Washington, DC have that opportunity now and it would be a shame to close those doors to new, creative food startups.

The current proposal in Sec. 529 –531 that proposes limiting vending to where there is 10 feet of “unobstructed” sidewalk in the Central Business District would greatly hinder our ability to operate downtown. On many days, we are parking our food truck in metered parking spots to work private catering events indoors. If this restriction passes, we would have to purchase a second non-food truck licensed vehicle to operate as a caterer downtown.

Further, the proposed MRV zones are not well-suited to mobile sweet trucks like us. We will often make 2-4 stops per day and banning vending from regularly metered locations in an MRV location would prohibit us from doing business at all.

We look forward of being a part of the city's growth for years to come. Thank you for your consideration of these comments and working with us to improve our industry.

Sincerely,

Brian Sykora
Pleasant Pops